

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

Volume 21  
Number 9

SEPTEMBER, 1953

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*International's*

# "PROMOTION of the MONTH"

12 GREAT  
PROFIT  
BUILDING  
CAMPAIGNS

Here are the 12  
**FEATURED PRODUCTS**  
one for each month  
of the year

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Emerald Isle Candy Cake  
Black Bottom Pie  
Lady Orchid Cake  
Sunny Peach Pie  
Stars 'n Stripes Candy Cake  
Chocolate Cream Pie  
Boston Cream Pie  
Pumpkin Pie  
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# The American Baker

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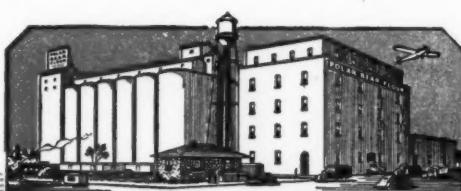


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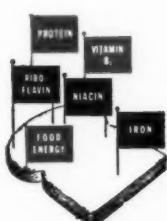
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That so many fine bakers are loyal to KELLY'S FAMOUS, year in and year out, is proof positive that the KELLY mill is loyal to the principle of top quality first and always. It is a point of business pride with us.

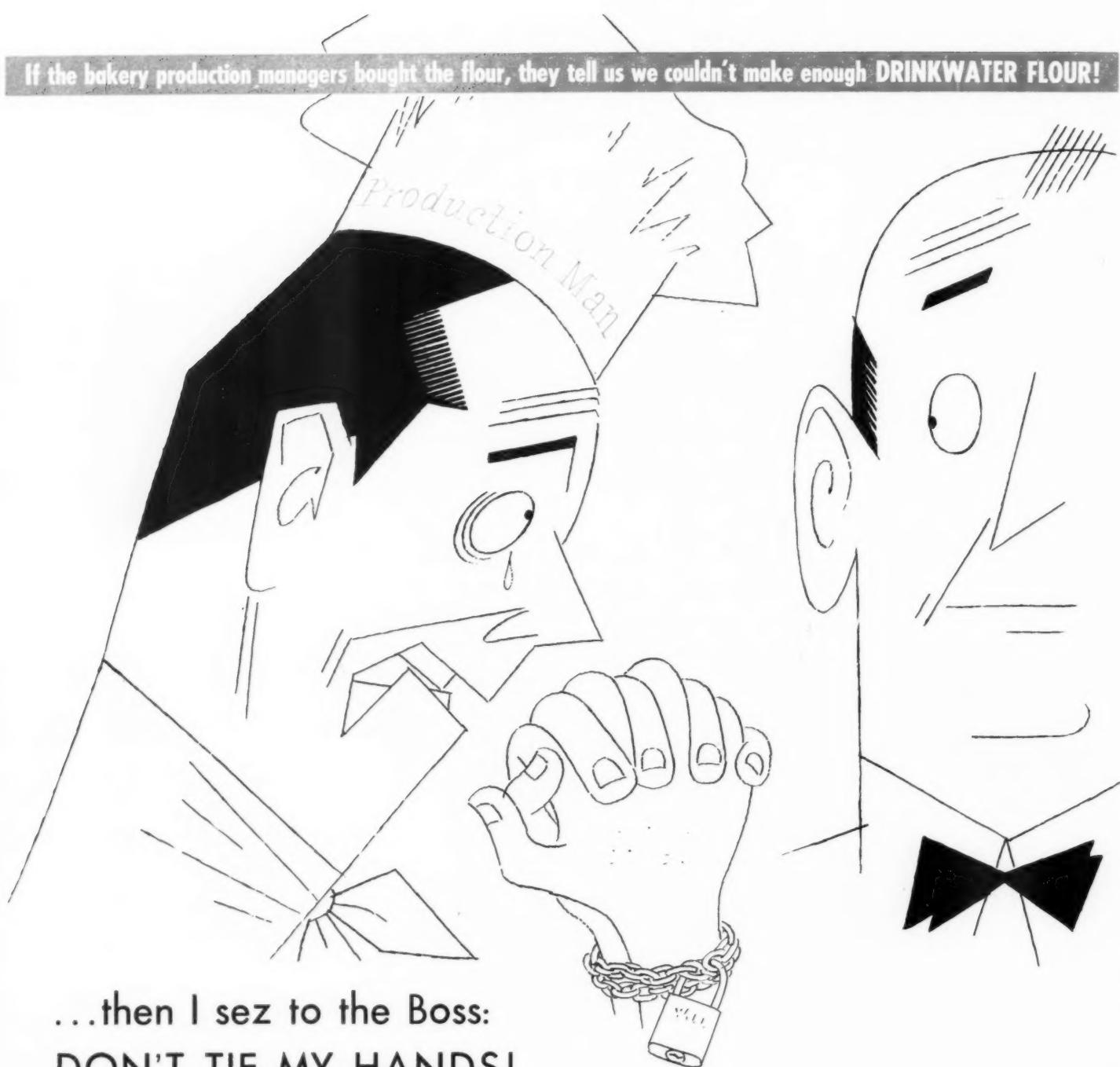
*Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.*

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Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.

If the bakery production managers bought the flour, they tell us we couldn't make enough DRINKWATER FLOUR!



...then I sez to the Boss:  
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Before you go shopping for "flour bargains"  
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## DRINKWATER FLOUR

When you're right down there to watch perfect brown loaves coming out of the ovens—you know what made 'em perfect! That's why I gotta have some Drinkwater!

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\*P.S. ...and 100% is better if you want to make the best loaf in town!

## Well-marked Highway to Reliable Bakery Flour!

There's a Russell-Miller flour for *every* baking need . . . each one completely reliable because it has been milled to do a *specific* job, (and do it right!). These, and other Russell-Miller brands, each one an outstanding flour for a special purpose, greatly simplify any problem of flour selection you may have.

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For an exceptionally strong  
spring wheat flour with  
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with that old-fashioned  
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and flavor.



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# Editorial . . .

## One's Liking Is Undebatable

GOOD bread may not be the best-liked bread; nor is the bread one person prefers necessarily the best bread or the kind another will like. There is no fixed or definable relationship between quality and palatability, a fact that is overlooked by many of those who complain of bakery bread. Some critics seem to be saying that because they do not like the bread they buy it follows as the night the day that it is made wrong by scoundrels who cheat on ingredients and who are part of a great conspiracy to give the public what it doesn't want and ought not to have.

Recently the Wall Street Journal published a news item reporting that the flour milling industry wasn't doing as well as might be wished. It rehearsed the old story about declining bread consumption. The item precipitated a rash of letters to the editor expressing the opinion that the chief cause of all this is the character of bakery bread. All the usual indictments were made in these letters, as indicated by the following phrases: "Bleaching and milling practices that have taken all of the flavor and most of the wholesome qualities out of flour . . . a pure white loaf that is absolutely tasteless and can easily be rolled up into a solid ball just like a handful of putty . . . white flour that even a weevil won't eat . . . synthetic substitutes . . . the pasty American loaf, so fluffy and soft that it has to be cut mechanically by the baker . . . our anemic, pan-baked loaf . . . flour that relieves our golden wheat of some of its goodness and forgets to return it . . . a great parade of highly hygienic cellophane wrappings containing an artificially bleached food described by the Bureau of Agricultural Economics as 'practically tasteless'."

One of the letters was from Robert P. Skinner, former U. S. ambassador to Turkey, who called for the kind of bread that would induce Americans to consume 371 lb. of flour a year, as the Italians do, instead of 130 lb. This, he was sure, would do away with our wheat surplus.

Mr. Skinner's letter was answered in a subsequent issue of the Journal by Clinton P. Anderson, former secretary of agriculture, who in diplomatic language demolished some of his notions. "Although it may be," Mr. Anderson wrote, "that more bread would be consumed if better quality bread were sold at the same price, the important facts of the matter are that we Americans can afford to eat more of other foods and prefer to do so." He pointed out that increasing wheat consumption to the Italian level would only produce a corresponding surplus of feed grains because less meat would be eaten.

Ultimately, George L. Morrison, president of General Baking Co., entered the lists and set the Journal's readers to rights on bleaching, the superior nutritional qualities of modern bread as compared with Grandma's, and the fact that there is a sufficient variety of breads to suit the taste and preference of all the people.

And finally the editor of the Journal came on scene with a sound though whimsically phrased conclusion, quoting the Latin phrase, "De gustibus non disputandum est," alleged to have been used by the lady who kissed the cow (or, to put this in more modern language, "it's useless to argue with a lady about what she likes").

To the Journal's editor it seems that the contestants are talking at cross purposes. "The commercial bakers," he says, "are right in their claims that they have added many nutritional elements to their bread. They are right when they say the majority of the public seems to prefer the standard product, at least at the lower price. But if the lady says it doesn't taste good to her—well, who's to assert that it does taste good to the lady?"

The editor has no idea what the upshot of all

this is going to be. He sees that there is a steadily growing market for the so-called "premium" breads, but that probably the standard product will continue to be the major seller. Of one thing he is sure: "The pattern of bread sales is not going to be settled by argument. It's going to be settled in the market place." In other words, if too few people want a different type of bread, then the complaining letter writers will have to suffer with what they have, "for in a free market no one can dispute anyone else's gustibus."

The argument, however, is not likely to stop. It might be thought of as a national pastime. As such it could be looked upon tolerantly and even with amusement. But unhappily it is tainted with error that cannot be other than damaging to the bread industry and to the national nutrition as well. Above all, it nourishes the insufferable food crackpot, who would supplant miller, baker and customer in the arbitrations of the marketplace and dictate what all should eat and all should like.

BREAD IS THE STAFF OF LIFE

## The Challenge of Tomorrow

MANY bakery owners, it appears from glancing at Ringing the Baker's Doorbell (page 52), a column of news notes from across the nation, have pre-dated the American Bakers Association's theme of "The Challenge of Tomorrow," adopted for the annual meeting Oct. 24-28. This feature tells about numerous bakeries that have undergone modernization, replaced inefficient equipment or expanded, thereby adding desirable equipment long overdue.

That so many bakery operators are modernizing is significant. It reflects the long-range confidence the baker has in the industry, in his community, and—what is most important—in the customer who buys his products.

Here is also evidence that many bakers are aware of the need for an attractive, inviting retail store and fixtures, a well-dressed store front that is not outdone by that shiny new hardware store next door. The impression a customer may get from a shabby looking bakery implies that all is not well inside. The buyer of baked goods should never be given that impression.

More bakery owners should meet "the challenge of tomorrow" by improving their properties before another year passes.

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## The Fast That Isn't Broken

AS everyone knows, the word "breakfast" signifies the breaking of a fast that has prevailed since the final meal of the previous day. But for altogether too many people the fast is not properly broken at the proper time. The day's fast may be delayed until the moment of that pernicious new-fangled thing called the coffee break, or it may be postponed until the noon hour. Meantime, in either case, the human engine is running on an empty gas tank.

Curtiss H. Scott, past president of the American Bakers Assn., wonders if breakfast is a vanishing institution. It isn't anything like what it used to be, at any rate, when nearly everybody stoked up heartily for the day's work and took plenty of time for it. The leisure and the family companionship were a moral and psychological fortification for what was ahead and a physical foundation for the manual labor that was the general lot. Less of the latter, of course, is needed in our push-button era, but there is more need of the former. Whereas the old work day was vigorous and unharried, the new work day is strenuous and nerve-wracking. It cannot be faced satisfactorily on an empty stomach, or on a cup of coffee and a cigarette.



**TON-MILE TAX:** More than half of the state legislatures considered bills which propose a ton-mile tax in one form or another. Other states will likely have the same situation at the next session of their law-making bodies. What the effects of this tax would be are discussed in this issue in an article prepared by T. A. Drescher, past president of the National Council of Private Motor Truck Owners, Inc.

Details on page 42

**FOOD INSPECTION:** The President has signed into law a bill which restores to the Food & Drug Administration the right to inspect plants and facilities used in the manufacture of food. New stipulations about how the inspections must be conducted will apply.

Details on page 10

**ABC'S OF PROPERTY INSURANCE:** If you quizzed yourself about your property insurance what would be your score? What is adequate coverage? Are you adequately covered? Contributing editor, George J. Emrich, has some noteworthy suggestions as to how much insurance you should carry, what kind it should be and gives some ideas for revising your program if it has been left "as is" from year to year.

Details on page 17

**OCTOBER-DONUT MONTH:** The 25th anniversary of National Donut Month which will be observed in October will hardly go unnoticed. It will be one of the most concentrated Donut Month promotions ever attempted and will include television, radio, newspapers, magazines and the all-important tie-ins with wholesale, retail and house-to-house bakers and stores. It's tailor-made for extra sales.

Details on page 64

**NEW CROP FLOURS:** Bakers are finding new crop flours from the winter wheat states a little easier to handle this year, it was stated at the annual new crop forum on flour and wheat sponsored by the Midwest Bakers Allied Club at Kansas City. Comments like these were made: slightly less absorption, shorter mixing time, higher protein, better bread quality and broader wheat selection.

Details on page 11

**BULK HANDLING:** Bulk handling of materials supplying the baker continues to make progress, especially in the handling of flour. Several mills are expanding bulk handling facilities in various sections of the country, and several news stories explain these activities in complete form.

Details on page 16

**FLOUR MARKET:** Wheat and flour prices continue to represent a balance between the influence of large supplies on one hand and the government's support program on the other, according to George L. Gates, market editor of The American Baker. The effectiveness of the loan continued to be demonstrated by relative steadiness of prices during the heavy spring wheat marketing period.

Details on page 14

<b>This Month . . .</b>	★
Flour Market Review . . . . .	Page 14
Formulas . . . . .	Pages 20, 21, 22, 23
Questions and Answers . . . . .	Page 24
Do You Know? . . . . .	Page 32
Worth Looking Into . . . . .	Page 48
Ringing the Baker's Doorbell . . . . .	Page 52
Crusts and Crumbs . . . . .	Page 62
In the Industry Spotlight . . . . .	Page 63
Merchandising, Advertising and Selling . . . . .	Pages 64, 65, 66, 67
Convention Calendar . . . . .	Page 75
Index to Advertisers . . . . .	Page 84

## New Law Restores Plant Inspection Authority to FDA

**WASHINGTON** — The President recently signed into law legislation which restores Food & Drug Administration authority to inspect plants and facilities used in the manufacture of food.

The bill authorizes FDA agents to inspect plants and warehouses at reasonable times after presentation of proper credentials and written notice to the owner. Any possible violations of law must be reported to the owner in writing, and receipts must be given for samples taken.

A Supreme Court decision earlier this year had taken away the right of FDA inspectors to enter plants without permission. The new law states clearly that FDA inspectors have the right to inspect plants and other establishments where food is manufactured, processed, packed or held.

During consideration of the bill in the House, a proposed amendment requiring FDA to obtain search warrants before entering a plant or other facilities was defeated.

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### AMF REPORTS SUBSTANTIAL SIX-MONTH PROFIT RISE

**NEW YORK** — The American Machine & Foundry Co. had a consolidated net income from operations of \$2,151,000 for the six months ended June 30, 1953, compared with \$1,739,000 for the same period in 1952, it has been announced by Morehead Patterson, AMF board chairman and president.

The board of directors declared the regular quarterly dividend of 25¢ a share on the common stock payable Sept. 10, 1953, to stockholders of record Aug. 25, 1953.

The consolidated net income from operations is equivalent to \$1.02 a share on 1,933,156 shares of common stock, after deducting dividends on preferred stock. This compares with 87¢ a share on 1,831,399 shares of common stock for the same period in 1952. The figures for 1953 do not include a non-recurring net profit of \$683,000, equal to 36¢ a common share, from the sale and lease-back of the Dayton plant.

Income for the first six months of 1953 totaled \$5,367,000, excluding the net non-recurring profit mentioned above, before provision for federal taxes on income of \$3,216,000. For the corresponding period of 1952, income was \$4,049,000 before provision of \$2,310,000 for federal taxes.

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### J. M. SCHAFER APPOINTED TO U. S. FOOD DIVISION

**WASHINGTON** — A food industry division has been established within the Department of Commerce as part



American Bakers Association Annual Convention—Oct. 25-28, Sherman Hotel, Chicago

of the National Production Authority with Jacob M. Schaffer, for many years an official of the Department of Agriculture Grain Branch, as the operating chief. This division is believed to be the forerunner of an expanded Department of Commerce program of business services agencies including a food industry division which will be concerned with government policies affecting, and the problems of, food processors, including bakers.

A director for the division, who is to serve on a six months rotation basis, will be named from industry ranks and will service without pay.

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### LEGISLATOR ADDRESSES PENNSYLVANIA BAKERS

**PITTSBURGH** — The Retail Master Bakers' Association of Western Pennsylvania met recently at the Community House, South Park for an afternoon business meeting and dinner. Russell Dunkelberger, Bergman Bakery, Millvale, vice president, presided in the absence of the president, Jos. Aumer, Aumer Bakery, who has been touring Europe with his family since May.

James McNally, McNally Bakery, Aspinwall, was chairman and introduced State Sen. Robert Fleming as speaker on the state's new sales tax. Sen. Fleming assured the bakers that the baking industry was exempt from all sales taxes but stated bakers who sold candy must collect a sales tax on their candy sales.

Edward Miller, General Mills, Inc., Pittsburgh, and Lawrence C. McElhaney, McElhaney Bakeries, who died recently were remembered in a prayer period.

Ray Bezila, Winter's Bakery, membership chairman, stated a membership campaign for the local association and also the Associated Retail Bakers of America would start in September. Russell Dunkelberger is chairman for western Pennsylvania. for the ARBA membership campaign.

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### SPOKANE BREAD PRICES UP

**SPOKANE, WASH.** — Bread prices for the Spokane, Wash., area were increased 1¢ the first week of August, with accompanying increases in specialty items of as much as 5¢. Pound loaves of bread are now 19¢, 1½ lb. loaves 26¢.

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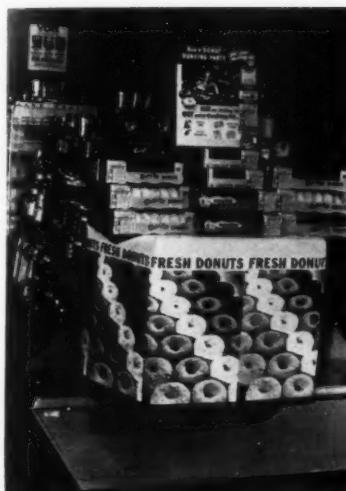
## Bread Tax Story Brings ABA Stand

**WASHINGTON** — A United Press story carrying a headline which read "Penny-a-Loaf Tax on Bread Is Proposed in New Plan for Wheat Price Supports" caused widespread notice throughout the nation but seemingly over-simplified intentions of the U.S. Department of Agriculture.

The USDA is currently studying various methods to help farmers attain 100% parity for wheat and, at the same time, to reduce burdensome surpluses. A bread tax would require congressional approval.

However, the American Bakers Assn., issued a statement opposing any direct tax on bread, if it were ever considered. Said E. E. Kelley, Jr., ABA president:

"Any tax on bread is repugnant to all bakers. The baking industry has not been consulted on any change in the farm program for wheat but it would oppose any decision which would take any additional money out of the housewives' pocketbook."



**DONUT MONTH STORE PROMOTIONS** — A prime factor in the Donut Month success in October will be the promotions being prepared by stores selling doughnuts. At the left is an example of how one store plans to harness promotional material to stimulate sales. Attractive packaging, such as is shown on the right, can provide added sales stimulus.

## USDA Revises Proposal on Entry, Marketing, Use of Ex-Quota Sugar

**WASHINGTON** — The U.S. Department of Agriculture has issued a revised "notice of rule making" concerning sugar not chargeable to quotas under the Sugar Act of 1948, as amended. The notice is in the Federal Register of Sept. 2.

The notice is a revision of one on the same subject which was published in the Federal Register of May 28. Three regulations currently in effect concerning the entry, marketing, and use of sugar (Sugar Regulations 816, 818, and 819) are condensed into one simplified regulation in the proposal. Under these regulations sugar may be entered or marketed under bond without charge to quotas when refined for export or held until quota is available, used in manufacture of articles for export, or used in livestock feed or in distillation of alcohol.

Reconsideration of the provisions of the proposed rule published on May 28, has indicated changes from the May 28 proposal are necessary in the method of determining the amounts of bonds, the periods of time in which sugar or liquid sugar must be used, and the degree to which sugar or liquid sugar may be diverted to uses other than those for which it was originally entered or marketed under bond.

The notice invites comments and suggestions regarding the regulation from all interested persons to be submitted to the Sugar Branch, Production & Marketing Administration, U.S. Department of Agriculture, Washington 25, D.C., by Sept. 23.

### RETAIL BAKERY SALES UP DURING JUNE

**WASHINGTON** — Sales of bakery products in retail establishments rose 2% above May figures during June, according to the U.S. Department of Commerce. Sales were 11% above those for the same month in 1952. For the first six months of 1953, sales were 7% higher than for the same period of 1952.

Copies of the notice are being sent to interested persons who are on Sugar Branch mailing lists and others may obtain copies on request to the Sugar Branch.

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### CANADIAN UNIT JOINS AIB

**CHICAGO** — The National Council of the Baking Industry of Canada has joined the American Institute of Baking as an association member. Arthur May, managing director, and Charles Tisdale, public relations director, were in Chicago recently to visit with the staff at the institute to work out details as to their participation in the institute's activities.

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### KANSAS CITY SCHOOLS REPORT ON NUTRITION

**KANSAS CITY** — A joint meeting of the superintendent's staff of the Kansas City, public schools and the advisory committee of the Wheat Flour Institute was held in Kansas City recently.

The co-directors of the nutrition education research project in the Kansas City public schools reported on the first year's work. The first year of the three year project was financed by a grant from the Wheat Flour Institute. Dr. Patric Ruth O'Keefe, director of health and physical education, Missouri public schools and Dr. F. Eugenia Whitehead, director of nutrition education and research, Wheat Flour Institute, are the co-directors of the program.

Among those attending the meeting from the Wheat Flour Institute were H. H. Lampman, executive director, and Miss Gwen Lam, editorial director.

Advisory committee members attending were: Dr. Martha Trulson (representing Dr. Stare), assistant professor of nutrition, Harvard University; Dr. Willa Vaughn Tinsley, head, department of home economics, Texas Technological College, Lubbock; Dr. Ruth Leverton, professor of human nutrition department of home economics, University of Nebraska, Lincoln; and Dr. Robert E. Shank, school of medicine, Washington University, St. Louis.

## VIRGINIA BAKERS' GROUP MAKES CHANGE IN ADDRESS

RICHMOND, VA.—The Virginia Bakers Council, Inc., is located at a new address. Mail should be addressed to the council at 5 So. 12th St., Richmond 19, Va.

Meanwhile, it was announced that the retail baking industry of Virginia, through a new organization to be called the Associated Retail Bakers of Virginia, will be affiliated with the Virginia Bakers Council. Organization plans will be announced soon.

Program plans are now completed for the seventh annual fall meeting and conference of the council to be held at the Natural Bridge Hotel, Natural Bridge, Va., Oct. 2-3.

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## RAPINWAX EXECUTIVES NAMED TO NEW POSTS

MINNEAPOLIS—The board of directors of Rapinwax Paper Co. have announced the promotion of several officials of the company.

William T. Hughes, formerly secretary, has been appointed vice president and general manager. John J. Ahern, Jr., was named treasurer and George H. Murray, who had been controller, is now secretary. Reed S. MacKenzie, formerly chief accountant, is assistant secretary.

John J. Ahern, Sr., continues as president and Howard D. Whitney remains as vice president. The Aherns and Mr. Hughes are directors.

Also announced recently by Rapinwax officials was the retirement of Nell E. Merrill, director of advertising, who had been with the firm for 25 years.

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## 39 Students Begin Instruction at AIB

CHICAGO—Twenty of the 39 students in class 64 at the American Institute School of Baking are being sponsored by their employers. The new class began its studies on Aug. 10, and will complete the course in baking science and technology on Dec. 23.

Other students are assisted by education benefits voted for Korean veterans, scholarships supported by four AIB member organizations, or are personally financing their studies. Two students, Lt. Robert W. Jones and Lt. Lester E. Powell, are officers in the U.S. Marine Corps assigned to the school.

Firms which have employees in class 64 are: Benson Baking Co., Salem, Ore.; Calcasieu Baking Co., Lake Charles, La.; Campbell Taggart Associated Bakeries, Dallas; Canning & Co., Ltd., Port-of-Spain, Trinidad, B.W.I.; Cities French Bakeries, Inc., Oakland, Calif.; Continental Baking Co., Hammond, Ind.; Highland Bakery, Inc., Atlanta, Ga.; E. Kahn's Sons Co., Cincinnati; Kappus Bakery, Inc., Racine, Wis.; Kimura Bakery, Tokyo; Linker Brothers Baking Co., Louisville, Ky.; Murakoshi's Bakery, Hiroshima, Japan; Pajaro Valley Bakery, Watsonville, Calif.; Panificadora Moderna S. A., Panama City, Republic of Panama; Purity Baking Co., Decatur, Ill.; Royal Bakery Co., Fukuoka City, Kyushu, Japan; Standard Brands, Inc., Minneapolis; Valley Baking Co., Inc., Shippensburg, Pa.; Wedeking's Bakery, Ocean Side, Calif.; Yoch Bakery Co., Shamokin, Pa.



Roy L. Ray

**NEW TERRITORY** — Roy L. Ray, who has been representing the Brolite Co. in Louisiana, Mississippi and Alabama for the past 10 years, has been transferred to a new territory as sales and service representative for the Carolinas, and parts of Tennessee and Kentucky, it was announced by W. E. Dawson, general sales manager. He is a member of the Southern Bakers Assn. and the American Society of Bakery Engineers.

### BUFFALO BAKERS' FROLIC

**BUFFALO**—Nearly 250 bakers and members of their families attended the annual family outing of the Buffalo Retail Bakers Assn. in Winchester. General chairman was Lawrence H. Miller. The board of directors of the association was slated to have a meeting at the summer home of Charles Schutz, president, in Riceville early in September. The group's annual stag outing is also scheduled for September.

## New Crop Flours Easier to Handle, Midwest Bakers Told by Forum

KANSAS CITY—Bakers are finding new crop flours from the winter wheat states a little easier to handle this year, according to comments presented at the annual new crop forum on flour and wheat sponsored by the Midwest Bakers Allied Club. About 90 persons attended the luncheon affair at the Hotel President Aug. 17.

Slightly less absorption, shorter mixing time, higher protein, better bread quality and broader wheat selection were some of the more frequent remarks concerning the nature of the new crop wheat and flour. Moderator for the panel was John S. Whinery, Rodney Milling Co., Kansas City. Speakers for the milling side of the question were Larry Warren, Commander-Larabee Milling Co., Kansas City, and Laurence Iliff, General Mills, Inc., Kansas City. Bakery representatives were Ralph W. Mitchell, American Bakeries Corp., Chicago, and Wendell Reeder, Campbell-Taggart Research Corp., Dallas.

Mr. Reeder revealed the absorption, protein and mixing characteristics of partial and 100% new crop flours obtained thus far by the Campbell-Taggart organization from mills in Texas, Oklahoma, Colorado, Kansas and Nebraska. In general he reported bread quality to be improved over the 1952 crop. The summary was as follows:

From Texas mills the 50% new crop flour showed slightly less absorption, protein unchanged and mixing time two minutes shorter. Texas 25% new crop flour showed absorption and protein the same and mixing time slightly longer.

From Colorado the flour thus far was 50% new crop and showed absorption slightly lower, mixing time three to six minutes shorter and protein unchanged.

From Oklahoma the 100% new crop flours showed absorption down

1%, mixing time three minutes lower and protein up four to six percentage points. Oklahoma 30% new crop flours showed absorption slightly less, mixing time one to six minutes shorter and protein two percentage points higher.

From Kansas the 100% new crop flours showed protein slightly higher, absorption unchanged and mixing time two to four minutes shorter. For 75% new crop flours the mixing time was less, absorption slightly less and protein about the same as a year ago. 50% new crop flours ran a shade lower on absorption, slightly higher on protein and the mixing time is unchanged. For 25% new crop flours the absorption and protein is the same and mixing time four to six minutes shorter.

Nebraska flours showed the least deviation from the old crop, with 100% new crop flours and 30% new crop showing no change. The only difference in the 75% new crop flours being received from Nebraska was in a slightly longer mixing time.

The ease with which new crop doughs let go in the oven and the fact that the doughs relax without too much stickiness were two important baking observations made by Mr. Mitchell. He felt that new crop bread would have a little better internal structure if absorption is increased 1% and the dough is given a little more mixing.

### Higher Protein Observed

Mr. Iliff reviewed the physical characteristics and milling attributes of the new crop. In general, in Kansas the crop was spotty and erratic with some sections yielding excellent milling wheat and in others much was going into storage. Protein was the highest in many years with the higher proteins ranging to



**BAKING CLASS OPENS**—Thirty-nine students compose class 64 at the American Institute School of Baking, Chicago. Instruction is now underway and the class will graduate on Dec. 23. Class members, first row (left to right); Jacob H. Pfleiffer, James A. Crisp, Steven H. Benson, Robert L. Bierman, Harold C. Brown. Second row: Joseph R. Bradley; Karel Kulp, lecturer; Dr. William B. Bradley, scientific director; Joseph W. Dix, instructor; Louis A. King, Jr., director of bakery sanitation; Howard O. Hunter, institute president; William Walmsley, principal emeritus; Dr. Robert W. English, director of education; Donald F. Meisner, director of laboratories; Charles R. Collins, instructor; Charles Ulle, instructor; Welker Bechtel, lecturer; Byron O. Norton, instructor. Third row: Charley M. Ashton, John L. Kotlarz, Victor Gioannetti, Robert A. Wedekind, Meredith W. Ghrist, Sterling G. Chatterton, Robert W. Niebling, Lowell W. Seifert, Jerome N. Bonaparte, Bobbie J. Curry, Shigeru Kawakami, José Antonio Riba, Gustav Fleischmann, Robert C. Palonis, Gene A. Nuziard, William R. Menapace, William T. Korn. Fourth row: John N. Hines, Ikuo Murakoshi, Lt. Robert W. Jones, William I. Garling, Joseph G. Ponte, Eiichi Kimura, Roy C. Hinck, Thomas W. Vessels, Bill S. Pedroff, Charles Kenkman, Jr., Robert Ronay, Lt. Lester E. Powell, William W. Fisch, James H. Gregor, Nelson Mallett, Kenneth E. LaFollette.

**LOS ANGELES KILLS BAN  
OF DOOR-TO-DOOR SALES**

★

**LOS ANGELES**—The door-to-door sale of bread would have been banned under a proposed ordinance considered by the Los Angeles City Council recently. The council voted unanimously to reject the proposed ordinance. Over 500 protesting citizens jammed the council chambers. The proposal would have made all door-to-door selling illegal.

the western portion of the state. The dry characteristic provides no problem of cleaning or conditioning to mills. The ash content is higher, particularly in western Kansas, he said. Diastatic activity varies, but generally is less than last year, he felt.

The laboratory characteristics and baking qualities as revealed in mill laboratory tests were summarized by Mr. Warren. Better baking qualities have been found in southeastern and south central Kansas this year, with protein higher, curves a little weaker and absorption up to 1.5% higher.

Varieties requiring shorter mixing times are coming from this area, he said. In northern and northwest Kansas tests show baking qualities good with improved grain and texture of the loaves. The flour color is not so bright this year, he said. There has been some decline in curve strength in northeast Colorado, he declared, and grain and texture is satisfactory. Absorption is about unchanged. Strong curves continue to be shown by western Nebraska wheats, but they may be slightly smaller than a year ago. Absorption is a shade better. In general the winter wheat crop has weaker curves, shorter mixing time, slightly less absorption and tolerance and some reduction in fermentation time may be necessary.

—BREAD IS THE STAFF OF LIFE—

**NORTHWEST PRODUCTION  
CLUB TO MEET OCT. 13**

**MINNEAPOLIS**—The first meeting of the newly organized Northwest Production Mens Club has been scheduled for 6:30 p. m. Oct. 13 at the Hasty Tasty Cafe, Minneapolis. Rudolf Harder, Dunwoody Institute Baking School, Minneapolis, secretary-treasurer of the organization, said the program is now being arranged.

Mr. Harder announced that the club will meet on the second Tuesday of each month except during July, August and September. Applications for charter memberships are now being accepted, he said.

—BREAD IS THE STAFF OF LIFE—

**BAKING TO BE TAUGHT  
IN BALTIMORE SCHOOL**

**BALTIMORE**—The Baltimore public school system has added baking to its curriculum this year, with Theodore H. Voll as head instructor.

Instrumental in persuading the Department of Education to begin baking classes for students of high school age was the Retail Bakers Association of Baltimore, which reports that the average age of qualified bakers today is age 60 and that young bakers are in great demand.

Over \$40,000 in equipment has been installed in the new Mergenthaler Vocational Technical High School where baking classes will be conducted.

## Minnesota Bakers to Hear E. E. Kelley

**MINNEAPOLIS**—E. E. Kelley, Jr., president of the American Bakers Assn., will discuss industry problems at a regional meeting sponsored by the Associated Bakers of Minnesota Sept. 29 at Ramaley's Hall, St. Paul.

Three other regional meetings have been planned by the Minnesota group. They will be at Mankato, Saulpaugh Hotel, Oct. 1; Fargo, N. D., Elks Club, Oct. 6; and Duluth, Duluth Hotel, Oct. 8. All four meetings will begin in the afternoon, with entertainment to be provided by the allied trades following the meetings.

At a recent board of director's meeting the Associated Bakers of Minnesota elected George Abel, Ramaley Catering Co., St. Paul, as president. Other officers named include:

Tom Van Meter, Park Region Bakery, Fergus Falls, vice president; Alois Eibner, W. Eibner & Son, Inc., New Ulm, financial secretary; Fred Carlson, Paramount Baking Co., St. Paul, treasurer; and J. M. Long, Minneapolis, secretary.

Chris Egekvist, Egekvist Bakeries, Inc., Minneapolis, was named to re-



George J. Abel

place Carl Wuollet as director in District No. 1. Roland Aaker, Central Grocers Baking Co., Montevideo, was named an advisory director to take the place of Cliff Krause.

The remaining directors are: Joseph M. Tombers, American Bakeries Co., St. Paul; Carl Bergquist, Zinsmaster Baking Co., Minneapolis; William Kraft, Hove Co., Inc., Minneapolis; Hugo Schuh, Dutch Bakery, St. Paul; T. J. Mahlke, Mahlke Baking Co., Winona; Harry Sunder, Heartman Bakery, Inc., Duluth; Gil Gustafson, Gustafson Bakery, Duluth; M. P. Ferguson, Ferguson Bakery, Minneapolis; and Ed. Duran, Tip Top Bakery, St. Paul. The latter three are advisory directors.

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**CHICAGO GETS EXPOSITION**

**CHICAGO**—The Plant Maintenance Show, held for the past four years in the East, will move to Chicago for the 1954 exposition, it was announced by Clapp & Poliak, Inc., New York, producer of the exposition. It was also disclosed that the name will be changed to the Plant Maintenance & Engineering Show. The exposition will take place at the International Amphitheatre, Jan. 25-28.



**APPLE PIE PROMOTION**—The colorful sales promotional materials (No. 1) which will be distributed early this fall by Fleischmann Division, Standard Brands, Inc., in cooperation with the International Apple Association's big October 22-31 promotion are shown here. All material is designed specifically to help Mr. Baker sell Mrs. Buyer more apple pies than ever before. No. 2 shows a delicious serving of popular apple pie made from filling formulas No. 3 and No. 4—(shown at left of pie slice). Formulas are found in Fleischmann's Bakery Tested Formula Book. Bakers who do not have this book, may obtain the apple pie formulas from their Fleischmann serviceman. No. 3 shows "The Apple Theme" window display especially prepared by Standard Brands to help bakers follow through with their apple pie promotion. An eye-catcher, it should help stimulate customer "apple-pie consciousness." It is felt that bakers, using the above material, formulas and window display ideas, supplied by Fleischmann and the International Apple Assn., will help themselves to a good sized hunk of October's pie business.

## Red Star, Charmin Outline Promotion for Torula Yeast

**MILWAUKEE**—Volume production of torula yeast and greatly expanded facilities for its sale and distribution and for researching its full potential as an ingredient in human foods, animal feed and as a basic material for pharmaceuticals is now virtually assured as the result of an agreement signed here recently between two long-established Wisconsin companies.

Details of the venture, unique in the yeast business, were announced jointly here by Russell D. L. Wirth, president of Red Star Yeast & Products Co., Milwaukee, and J. M. Conway, president of Charmin Paper Mills, Green Bay, Wis.

Unlike the more familiar active yeasts used in baking and brewing, torula yeast is not a leavening agent but is an inactive yeast of nutritional value. It differs from other yeasts, also, in that it is made in a continuous propagation process said to be revolutionary to the yeast industry. Also, torula yeast is described as having a pleasant taste and does not require de-bittering.

Long known to scientists as rich in vitamins and proteins, torula yeast is derived in a continuous process from tree sugars extracted from wood solids otherwise unused in pulp and paper manufacturing. First commercial production of the new yeast dates back to World War II when Germany, Scandinavia and other European countries, cut off from Western Hemisphere meat supplies, produced torula in plants built and operated during the emergency by their pulp and paper industries, and used it to supplement the vitamin and protein requirements in their national diets.

At about the same time American

scientists, in behalf of the pulp and paper industries in Wisconsin, were studying the subject and by 1948 an experimental plant with an annual production of almost 3,000,000 lb. torula yeast was built and put into operation. This plant, which was subsequently taken over by the Wisconsin mill, is still operating and represents the only immediate source of torula yeast in the U. S.

Meanwhile, subsequent tests in the U. S. were establishing the efficacy of torula yeast as a food supplement for humans as well as poultry, fur animals, and game fish and results of the most recent research work on torula by scientists in American universities further strengthened the new yeast's standing with nutritionists generally.

As a means of providing for the American market the first major source of torula yeast in continuing supply, the Charmin Paper Mills has under construction a new torula yeast producing plant adjacent to their mills at Green Bay. The new plant will have a production capacity of at least 10,000,000 lb. torula yeast annually.

Meanwhile, the extensive research facilities of Red Star Yeast & Products Co. will begin researches in torula yeast with a view to developing additional new uses and a full line of products.

—BREAD IS THE STAFF OF LIFE—

**HERCULES PROMOTION**

**WILMINGTON, DEL.**—Montgomery R. Budd has been named director of advertising for Hercules Powder Co. He succeeds Theodore Marvin, who resigned to become president of the Michigan Chemical Corp.



**OPERATION CHERRY**—Helping conduct "Operation Cherry" at Michigan State College's Kellogg Center recently were, left to right: Ted Stebbins, secretary of the Michigan Cherry Commission; J. M. Eagen, Procter & Gamble Co., Cincinnati; and William Powell, executive secretary of the National Red Cherry Institute. Plans for launching new cherry dishes for the American table were discussed.

## Nebraska's 1953 Wheat Rates High for Milling, Baking

LINCOLN, NEB.—Varieties of good to excellent milling and baking qualities comprised 98.2% of the 1953 winter wheat crop in Nebraska, according to the Nebraska Grain Improvement Assn. The three banner varieties of Pawnee, Cheyenne and Nebred made up 85.7% of the crop and including Turkey and Comanche the percentage is 91.4%. Minor approved varieties make up the remainder of the 98.2% and only 1.8% of the crop was considered objectionable for flour and bread.

The following table indicates acre-

age and percentage of the crop of the five major varieties in Nebraska according to regions:

Variety	% Total wheat planted 1952	% Total wheat planted 1953	Acreage
<b>Eastern Region</b>			
Pawnee	70	72.6	920,400
Cheyenne	Trace	9.4	3,500
Nebred	17	12.5	158,500
Turkey	5	7	88,700
Comanche	1	0.3	3,800
<b>Central Region</b>			
Pawnee	20	26.1	385,000
Cheyenne	10	9.4	138,700
Nebred	52	51.1	754,200
Turkey	3	3.7	54,600
Comanche	1	1.2	17,700
<b>Western Region</b>			
Pawnee	12	5.7	103,600
Cheyenne	54	48.0	872,300
Nebred	22	31.4	670,000
Turkey	2	2.0	36,300
Comanche	1	3.3	60,000
<b>For Entire State</b>			
Pawnee	41	39.9	1,409,200
Cheyenne	20	22.3	1,014,800
Nebred	25	32.5	1,483,200
Turkey	4	3.9	179,600
Comanche	1	1.8	81,500

### BREAD IS THE STAFF OF LIFE

## CROWN ZELLERBACH MAKES APPOINTMENTS

SAN LEANDRO, CAL.—Arthur L. Fox, formerly sales manager of the North Portland, Ore. plant of Western Waxed Paper division, Crown Zellerbach Corp., has been appointed manager of sales promotion and advertising at the company's headquarters in San Leandro, Cal.

W. Z. Ritchie has succeeded Mr. Fox as sales manager of the North Portland plant. He was formerly sales representative in Montana, North and South Dakota, Northern Idaho and Northern Wyoming.

Harry W. Huntsman, formerly sales manager in the firm's Los Angeles plant, has been named assistant manager and sales manager of the San Leandro plant.

John J. McCann has been appointed acting sales manager of the Los Angeles plant. He was previously a Los Angeles sales representative.

BREAD IS THE STAFF OF LIFE

### OLIN APPOINTMENTS

EAST ALTON, ILL.—The appointments of Dr. Linton E. Simerl and Arthur H. Landrock to the research and development department of the Olin cellophane division of Olin Industries, Inc., has been announced by Edward Hartshorne, research department manager. Dr. Simerl becomes chief of the packaging development section and Mr. Landrock is senior packaging technologist.

BREAD IS THE STAFF OF LIFE

## Miller Publishing Announces Fifth Business Paper

MINNEAPOLIS—The Miller Publishing Co. will add another business paper to its four trade journals serving the agricultural and grain processing industries next January when it will commence publication of a weekly paper for the agricultural chemical industry.

The new publication, carrying the name of Croplife, will be slanted to interest fertilizer manufacturers, pesticide formulators and ingredient suppliers, with special departments and material directed to retail dealers and other distributors of farm chemicals.

The paper also will emphasize articles of interest to county agents and other farm advisers.

The format of Croplife will be 9 1/2 in. by 13 1/2 in., made up in newspaper style, with the first issue scheduled for Jan. 25, 1954.

### Editorial Aims

Its editorial aims are the fast dispatch of industry news, including coverage of Washington by the firm's fulltime bureau there, and the presentation of feature material and news designed to make better merchants and salesmen out of retail dealers and other distributors.

Croplife will have an initial circulation of 6,000 weekly, but will reach 30,000 retail dealers of farm chemicals through a controlled rotating circulation plan, making possible a thorough coverage of various sections of the U.S.

The plan will enable an advertiser to reach effectively the crop and market areas of the country of value and interest to him, H. J. Pattridge, president of the publishing firm, explained.

The Miller Publishing Co., founded more than 80 years ago, currently publishes four business papers: The Northwestern Miller, a weekly for the flour milling industry; Feedstuffs, weekly for the formula feed and grain trades; The American Baker, a monthly baking journal, and Milling Production, a monthly devoted to the technical and operative sides of the flour milling industry.

The firm has its headquarters in Minneapolis, and maintains branch offices in New York, Chicago, Kansas City, Washington and Toronto.

BREAD IS THE STAFF OF LIFE

### A. M. WILLSON JOINS AMF BAKERY DIVISION

NEW YORK, N.Y.—A. M. Willson has been named southeastern sales representative of American Machine & Foundry Company's bakery division, it was announced by Morehead Patterson, AMF board chairman and president.

With headquarters in Atlanta, Ga., he will handle the complete line of AMF and AMF-Union bakery machinery and ovens. His territory will include Alabama, Tennessee, South Carolina, North Carolina, Florida, Georgia, and Mississippi.

Mr. Willson, who has been associated with the baking industry for more than 25 years, was formerly with the Bettendorf Co., Bettendorf, Iowa. He joined Bettendorf as a salesman in 1933 and had been sales manager for the past 10 years.



Arthur B. Marcy

**JOINS HARRIS**—Formerly vice president of the Standard Milling Co., Arthur B. Marcy has accepted an executive position with the Harris Milling Co., Owosso, Mich. Robert V. Harris, president, has announced. Mr. Marcy was also at one time general sales manager of the International Milling Co., and is experienced in soft white wheat flour operations through his association with the Commercial Milling Co., Detroit, before its purchase by International.

## POLLOCK PAPER APPOINTS BAKERY DIVISION CHIEF

NEW YORK—Ted Jensen has been named director of the bakery service division of the Pollock Paper Corp. and will have his headquarters in New York.

For the past three years Mr. Jensen has been working as a designer and consultant in the field of food processing and package equipment. Prior to this he was employed for 25 years by the American Machine & Foundry Co., doing similar work.

Mr. Jensen holds patents on 34 inventions in the food processing and packaging industry. These patents include tight and loose wrapping attachments, outsert attachments, electric eye attachments, heated tuckers, adjustable folders, etc.

BREAD IS THE STAFF OF LIFE

### OFFICE IN BALTIMORE

BALTIMORE—H. H. Pike & Co., Inc., New York City, has opened a Baltimore office for distribution of packaged shortening and edible oils produced by Spencer Kellogg & Sons, Inc., Buffalo. The office is located at 18 E. Lexington St.

### ICEBOX TRAGEDIES AROUSE MONTANA BAKER

BUTTE, MONT.—A Butte baker, appalled by the recent wave of child deaths across the U.S. in abandoned ice boxes, did something about it. As a public service, Bruce's Donut Shop in Butte, inserted an ad in the local newspaper and urged all residents to call the bakeshop and have any old iceboxes removed from abandoned fields or residences, or have the handles and hinges removed. There was no charge. A spokesman for the shop said that the offer had created "an awful lot of good will."



Clayton M. Emerick

**JOINS BROLITE**—Clayton M. Emerick, who has been shop manager of a large wholesale bakery in Ohio, has been appointed to the staff of the Brolite Co. as a sales and service representative, it was announced by W. E. Dawson, general sales manager. Mr. Emerick, who lives in Holland, Ohio, is a baker and a member of the American Society of Bakers. His territory will include Ohio and part of Kentucky.

## The Flour Market

# Prices More Stable After Wild Gyration

By GEORGE L. GATES

American Baker Market Editor

Flour prices fluctuated considerably during August but wound up at the end of the month about unchanged to slightly higher than at the beginning of the period. The price pattern followed an extremely erratic wheat market, which in turn was influenced by some real price-making factors and sometimes by some not so real. In the latter category was the great concern shown by some traders over the possibility that wheat farmers might reject the marketing quotas in the national referendum Aug. 14. A negative vote on the quotas would have cut the support rate to 50% of parity from the present 90%. This resulted in sharp price declines just before the referendum was held. However, farmers approved the quotas by a thumping majority, and price supports will continue at 90% of parity. As crop observers had an opportunity to take a closer look at rust damage in the spring wheat area it became evident that losses would not be as great as had been expected. This, also, served to lower wheat prices. As harvesting expanded in the Northwest farmers put large amounts of wheat into loan, and Minneapolis prices made a surprising advance in the midst of the heavy marketing season. Developments at Minneapolis were reflected to some extent at other major markets.

By the end of August cash wheat at Minneapolis was steady on medium protein and higher grades and off up to 10¢ on lower quality wheat. Kansas City cash wheat prices declined 1½@3¢ for the month. Flour prices were strengthened, however, by sharp declines—ranging \$5@8 ton—in millfeed prices.

### Support Program vs. Big Supply

Wheat and flour prices continue to be chiefly influenced by the government's price support program on one side and the over-all wheat surplus on the other, the latter likely to forestall any sharp runup in values. However, as more wheat is siphoned out of free market channels into loan storage, higher prices must be paid to secure the "free" supplies. Price developments represent the balance between these two chief influences. The effectiveness of the support program, though less positive during the 1952-53 marketing year than in previous years, already was demonstrated in the Southwest in mid-summer, and a repeat performance seemed possible in the spring wheat area.

### Bakers Covered on Hard Winters

Because of the uncertainties surrounding the direction of flour prices, only hand-to-mouth buying of spring wheat flour was done during August, with buyers awaiting an opportunity to procure forward supplies at the best possible price basis. Meanwhile, only fill-in supplies were taken. In the Southwest, however, when values hit a low point in the middle of the

month, extensive forward bookings were made by all classes of buyers. In many cases, bakers are covered on hard winter wheat needs for 60 to 90 days.

### Estimate of Spring Wheat Crop Lower

Harvesting of the spring wheat crop made rapid progress under ideal weather conditions, with cutting extending into the latest territories by the end of August. The size of the crop was estimated somewhat smaller by the U.S. Department of Agriculture in its August report. The estimate of 324 million bushels represented a decline of 29 million bushels from the July prospects. However, this is substantially larger than the output last year, when 239 million bushels were harvested. Average production of spring wheat is 291 million. The loss was attributed to stem rust which attacked wheat plants throughout the area. The complete story on rust damage is not yet known, however, as yields vary so widely throughout the area. It is certain that the crop will average much lighter than normal in test weight in addition to the bushelage reduction. USDA boosted its estimate of winter wheat production 57 million bushels to 878 million, so that the total U.S. crop appeared larger than it had earlier in the season.

### Supplies on Hand at Record Level

Wheat supplies for the current marketing year, totaling 1,765 million bushels (including the current estimate and a carryover from last year of 559 million bushels) are the largest on record and 12% above the supply last year. In a long-range forecast of the wheat outlook, the USDA estimates domestic disappearance at 700 million bushels and exports ranging 250 to 275 million bush-

els in 1953-54. This would leave a carryover next July 1 of about 800 million bushels, 45% larger than the carryover on July 1, 1953, and 25% above average. Carrying the forecast further, USDA notes that even with reduced acreage put into effect on 1954-crop plantings, there is a possibility the carryover may be that large again in 1955. Unless something drastic develops in the way of crop losses or greatly expanded demand, it appears that the weight of surplus wheat will rest on markets for some time to come.

### Export Escape Valve Choked

Since domestic use of wheat remains very constant from year to year, the only outlet for excess U.S. supplies is through exports. However, as the long-range USDA forecast acknowledges, prospects are not good for stepping up these shipments. Importing nations so far this crop year have been holding back on purchases, expecting lower prices because of the surplus situation in exporting countries. Also, crops in western European countries are much larger this year than a few years back, and demand is reduced accordingly. Under the International Wheat Agreement, subsidized shipments are lagging well behind last year. Sales through August totaled 16.5 million bushels, compared with nearly 51 million on the comparable date last year. Canada, with a near-record crop and carryover will be an active competitor for export trade, along with Argentina, Australia and some other exporting nations. U.S. shipments may be bolstered by the foreign aid program authorized at the last session of Congress, but definite programs have not been announced. Some observers believe that restrictions written into the law may prevent effective use of this authority by the administration.

### Summary of Flour Quotations

Aug. 26 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	Ist. Louis	Buffalo
Spring top patent	6.25@6.38	...@...	...@...	...@...	...@...
Spring high gluten	...@...	6.50@6.55	...@...	...@...	7.17@7.20
Spring short	...@...	6.20@6.27	...@...	6.645	6.87@6.90
Spring standard	6.15@6.30	5.35@6.08	6.10@6.17	6.635	6.77@6.80
Spring first clear	5.59@5.75	...@...	6.20@7.45	6.745	...@...
Hard winter family	...@7.75	...@...	5.85@5.70	6.20@6.29	6.14@6.16
Hard winter short	5.69@5.85	...@...	5.55@5.60	5.85	...@...
Hard winter standard	5.75@5.80	...@...	5.45@4.15	6.570	6.25@6.27
Hard winter first clear	...@4.54	...@...	5.45@4.15	6.555	5.95@5.97
Soft winter family	...@...	...@...	...@...	6.65	...@...
Soft winter short patent	6.37@6.88	...@...	...@...	6.540	5.48@5.50
Soft winter standard	4.50@6.18	...@...	...@...	...@...	...@...
Soft winter straight	...@...	...@...	...@...	6.465	5.38@5.40
Soft winter first clear	4.25@6.00	...@...	...@...	6.440	4.87@4.90
Rye flour, white	3.86@3.92	3.50@3.80	...@...	6.418	4.35@4.38
Rye flour, dark	3.11@3.17	2.75@2.85	...@...	3.43	3.60@3.63

	New York	Philadelphia	Boston	Pittsburgh	*New Orl.
Spring high gluten	7.15@7.25	7.10@7.20	7.09@7.19	6.90@7.07	...@...
Spring short	...@...	6.80@6.90	6.79@6.89	6.60@6.67	...@...
Spring standard	6.75@6.85	6.75@6.80	6.69@6.79	6.50@6.67	...@...
Spring first clear	6.00@6.30	6.25@6.38	6.02@6.32	6.05@6.55	...@...
Hard winter short	6.42@6.55	6.25@6.38	6.39@6.51	6.00@6.31	...@...
Hard winter standard	6.22@6.35	6.20@6.38	6.19@6.31	5.90@6.16	...@...
Soft winter straight	4.85@5.20	...@...	4.87@5.22	...@...	...@...
Rye flour, white	4.20@4.35	4.35@4.45	...@...	4.20@4.25	...@...
Rye flour, dark	3.11@3.17	2.75@2.85	...@...	3.43	3.60@3.63

### Support Program Strengthened

The price support program was strengthened by a change in the regulations concerning loan eligibility. USDA announced it would grant loans on spring wheat as light as 40 lb. per bu. so that grain damaged by rust could get price protection. Also, as applied to other wheat areas earlier, farmers in the Northwest may secure emergency loans on wheat stored on the ground if storage space is not available. More adequate storage for all the nation's grain—a large part of it owned by the government because of support operations—is likely to be built under a new law which encourages building of elevators by permitting a five-year tax amortization. Also, USDA is offering use guarantees to builders of new space. The government's inventory of wheat in late August totaled about 420 million bushels, and additional large amounts were being tied up under loans right along. The absence of these supplies from the market place may be expected to continue to prevent any serious slide in prices. At the same time, the possibility of sharp advances seems remote to most observers.

—BREAD IS THE STAFF OF LIFE—

### PITTSBURGH BAKERIES PAY 10c, ADD WELFARE PLAN

PITTSBURGH—A strike of 15 of 16 major bakeries was averted here Aug. 8 when 834 workers of the A. F. of L. Bakery & Confectionery Workers, Local 12, voted to accept a 10¢ an hour increase for men and an 8¢ hourly boost for women.

The agreement also provides a \$2 a week bakery contribution to the union health and welfare plan for each employee, and night differential pay for night shift workers on vacation.

However, 375 workers of the A&P Bakery here rejected the offer. They, too, are members of Local 12. A union spokesman said the main issues blocking signing of a new agreement with the A&P was the company sick pay policy, a pay boost and changes in rate classifications.

The new contract signed by 15 of the 16 bakeries affected is retroactive to July 1. Union members refused to accept a company offer two weeks ago for a 7½¢ increase for men and 5½¢ increase for women. It was then that the union served notice to prepare for a strike if their demands were not met.

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### OHIO FIRM NAMES J. O. HUBLER

DAYTON, OHIO—John O. Hubler, Dayton, Ohio, has been appointed sales promotion manager of the Specialty Papers Co., Dayton. He will direct promotion, advertising and market research activities of the company. According to G. E. Bourne, sales manager, reorganization and enlargement of the department was necessary as a part of the company's overall expansion program.

## Booklets Tell the Consumer About Bread



CHICAGO—Pictured above are the cover-pages of four publications produced recently as a part of the consumer service and public relations operations of the Bakers of America Program. Offered to bakers for distribution to consumers, the publications have had prompt acceptance in the industry, program headquarters points out.

The "How Much Do You Know About Bread" publication was issued in two sizes. Printed in large size with a heavy cover, more than 25,000 were taken by bakers and most of these books were distributed to doctors and dentists for placement in reception rooms.

A smaller size edition of this book is still being ordered by bakers. To date more than 80,000 have been distributed.

"Eat and Grow Slim" is reaching up near the half million mark in orders and there is a continuing demand each week. In addition to quantity orders from bakers, doctors, home economists, nutritionists and school teachers have been requesting copies.

The dessert book was offered last spring but heavy emphasis will be placed on distribution of this booklet, which features baker products in a variety of uses, in the fall.

For the 12 weeks ended July 11,

### U. S. WHEAT FLOUR PRODUCTION STATISTICS FOR AUGUST, 1953

(Figures for Buffalo, Kansas City and Minneapolis represent 160% of production. Adjusted estimates for the U.S. are based on reports from mills which are believed to account for approximately 74% of the total U.S. wheat flour output.)

	Aug., 1953	July, 1953	Aug., 1952
<b>BUFFALO</b>	<b>2,075,300</b>	<b>2,150,400</b>	<b>2,067,212</b>
Minneapolis	1,045,500	1,032,500	1,171,595
Interior Northwest	1,704,800	1,801,500	1,840,993
<b>NORTHWEST</b>	<b>2,750,300</b>	<b>2,834,000</b>	<b>3,012,588</b>
Kansas City	1,034,700	1,120,100	1,303,244
Interior	3,770,200	4,139,700	3,949,498
<b>SOUTHWEST</b>	<b>4,804,900</b>	<b>5,259,800</b>	<b>5,252,742</b>
Seattle-Tacoma	643,300	690,200	875,303
Portland	182,300	287,700	230,505
Interior North Pacific	184,700	175,900	219,477
<b>NORTH PACIFIC COAST</b>	<b>1,010,300</b>	<b>1,153,800</b>	<b>1,325,285</b>
<b>CENTRAL AND SOUTHEAST</b>	<b>2,308,200</b>	<b>2,333,600</b>	<b>2,161,719</b>
<b>TOTALS</b>	<b>12,949,000</b>	<b>13,731,600</b>	<b>13,819,546</b>
Per Cent of U. S. Total	73.2	72.3	73.8
<b>ADJUSTED ESTIMATES, U. S.</b>	<b>17,689,800</b>	<b>18,992,000</b>	<b>18,751,000</b>
<b>AVERAGE PER DAY</b>	<b>842,300</b>	<b>825,700</b>	<b>892,900</b>

## The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the American Stock Exchange:

	High	Low	Close Aug. 1, 1953	Close Aug. 28, 1953
Continental Baking Co.	23	16 1/2	23	22 3/8
Continental Baking Co., \$5.50 Pfd.	20	90 1/2	91	93 1/2
General Baking Co.	13 3/4	10 1/2	12	12 1/2
General Baking Co., \$8 Pfd.	162	144	144	147 1/2
National Biscuit Co.	36 3/4	30 1/2	36 3/4	35 3/8
National Biscuit Co., \$7 Pfd.	184 1/2	161	163	161 1/2
Sunshine Biscuits, Inc.	70 1/4	56	70 1/4	70
United Biscuit of America	37	29 1/2	35 1/4	36 1/4
United Biscuit of America, \$4.50 Pfd.	109	101 1/2	102	102

Closing bid and asked prices on stocks not traded Aug. 28:

	Bid	Asked
Hathaway Bakeries, Inc., "A"	11	11 1/2
Horn & Hardart Corp. of N. Y.	18 1/2	19
Horn & Hardart Corp. of N. Y., \$5 Pfd.	98 1/2	100
Horn & Hardart Corp. of N. Y., \$8 Pfd.	133 1/2	134 1/2
Novadel-Agencie	25 1/2	26 1/2
Wagner Baking Co.	8	8 1/2
Wagner Baking Co., Pfd.	109 1/2	112
Ward Baking Co., Warrants	8 1/2	8

1953, consolidated net income, including net income of American Bakeries Co., Florida, prior to merger and after provision for federal taxes on income was \$970,319, equivalent to 57¢ a share on common stock outstanding, after an allowance equivalent to the preferred stock dividend requirement for 12 weeks. This compares to total consolidated net income of the merged companies of \$1,037,842 for the corresponding 12 weeks of 1952.

Consolidated net income before provision for federal taxes on income for the 28 weeks ended July 11, 1953, including income of American Bakeries Co., Florida, prior to merger, amounted to \$4,753,516; and for the 12 weeks ended July 11, 1953, \$1,941,178.

The board of directors declared a regular quarterly dividend of 50¢ a share on the common stock of the corporation and a dividend of 95 1/2¢ a share on the 4 1/2% cumulative convertible preferred stock of the corporation for the period from June 15, 1953, to Aug. 31, 1953, both payable Sept. 1, 1953, to stockholders of record Aug. 14, 1953.

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### AMERICAN BAKERIES NET DIPS FOLLOWING MERGER

CHICAGO—American Bakeries Co. (formerly Purity Bakeries Corp.) reports consolidated net income, including net income of American Bakeries Co., Florida, prior to effective date of merger, after provision for federal taxes on income, for the 28 weeks ended July 11, 1953, of \$2,232,613. This is equivalent to \$1.31 a share on 1,596,118 shares of common stock presently outstanding after an allowance equivalent to the preferred stock dividend requirement for 28 weeks. This compares to total consolidated net income of the merged companies, of \$2,324,477 for the corresponding 28 weeks of 1952.

Mr. Makowski is a graduate of the

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**AIB ADDS ANOTHER SCIENTIST TO STAFF**  
CHICAGO—The American Institute of Baking has announced the addition of a second bacteriologist to its laboratory staff. Richard Makowski, who joined the staff recently, will assist Dr. Anthony Castellani in a project financed by the Max C. Fleischmann Foundation grant recently awarded the AIB.

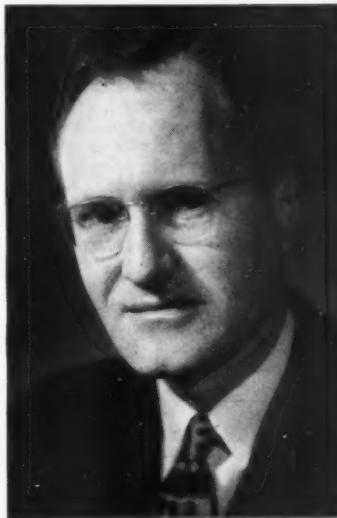
University of Illinois, where he received a Bachelor of Science degree in bacteriology. He has worked for several years in the field of bacteriological control of food products, including research in staphylococcus contamination of foods. He is a member of the Society of Illinois Bacteriologists. The institute project is concerned with staphylococcus and salmonella infection of cream-filled bakery products.

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### BRUCE F. CRUZEN NAMED PILLSBURY SALES MANAGER

MINNEAPOLIS—Bruce F. Cruzen, formerly manager of the West Coast bakery division of Pillsbury Mills, Inc., has been named bakery division sales manager in charge of all product sales, it has been announced by George S. Pillsbury, bakery division vice president.

Mr. Cruzen, a native of Minneapolis, first came to Pillsbury in 1926 to work in the headquarters accounting department. By 1934 he was heading the contract control department.



Bruce F. Cruzen

In 1935 he moved into bakery sales and in one year was named manager of the sales control department of Pillsbury Mills.

After more than three years of military service he returned to the company in 1945 to become assistant to the division vice president, bakery sales, and in 1952 became bulk sales manager in the division east of the Rockies with headquarters in Minneapolis. Then in 1952 he was assigned responsibility for all Pillsbury bakery division activities in the West Coast and Intermountain region.

# Modern Materials Handling

## Delivery in Bulk

## Utilization in Bulk

### First Shipments of Bulk Flour by Two Midwest Mills

Two milling companies in the Midwest made their first bulk car shipments of flour to bakeries recently. The companies were the Atkinson Milling Co. of Minneapolis and the B. A. Eckhart Milling Co. of Chicago.

The Atkinson shipment, totalling 120,000 lb., was made in a GATX "Trans-flo" car equipped for pneumatic unloading at destination, which, in this instance was an Eastern Seaboard city.

The Eckhart shipment, first for that mill also, was made in a modified hopper car owned by the Monon Railroad and modified for flour shipment by the Pullman-Standard Car Mfg. Co. Eckhart officials said the shipment was the first of regular shipments to be made in bulk to the Indianapolis plant of Omar, Inc., Omaha baking company.

Thomas R. Coyne, president of the milling firm, believes the shipment was the first instance of mill-to-bakery shipments in this type of car, and the first bulk flour loading in Chicago. The first car was shipped July 1 and the fifth car was loaded on July 13.

Each of the modified hopper bottom cars, formerly used for grain transport, contains two tanks, each with a capacity of approximately 30,000 lb. The interiors of the tanks are treated with a special wax compound.

The cars are unloaded at the bakery with the use of a pneumatic unloading and conveying system and the flour is delivered directly into the baker's bulk storage tanks.

F. M. Atkinson, president of the Atkinson Milling Co., in commenting on his firm's first shipment, said that, in his opinion, there would be an increasing use of the bulk tank method of shipping flour. He said that bakeries would increase their shipments of flour by railroad as well as over-the-highway trucks as soon as sufficient storage capacity and pneumatic handling equipment could be installed in the bakeries.

### Bulk Flour Delivery Started in Detroit by International

MINNEAPOLIS — International Milling Co. has put into operation a newly designed truck for the delivery of bulk flour in the Detroit area. The truck is being used to serve the American Bakery Co. plants in the Detroit area. It is expected that other bakeries will be served in the near future. International officials report that the construction of several more bulk flour trailer units is planned.

The truck was constructed by the Gramm Trailer Corp., Lima, Ohio and is equipped with a pneumatic unloading system designed and built by the Fuller Co., Columbus, Ohio. The capacity of the new Detroit unit is 400 cwt. (1,320 cu. ft.). It is capable of unloading 40,000 lbs. an hour, officials said. The conveyor, which fluidizes the flour with air, operates at a somewhat lower pressure than other pneumatic unloaders resulting in a lower air-flour temperature, they said.

#### Lines Cleaned Out

An improved air-flour ratio makes possible complete purging of the pneumatic lines, International officials said. It enables the unloading operation to be stopped at any time and resumed without clogging the lines. Full clean-out of pipes is obtained when the entire load has been transferred into the bakery receiving bins, it is claimed.

The truck is designed to accommodate a wide variety of receiving arrangements and to offer maximum flexibility in serving both large and small bakeries having bulk flour storage, the firm reports. Contrary to the belief of many, most bakers can construct adequate bulk flour storage at reasonable cost in part of the area now used for storing sacked flour, it is claimed. Regularly scheduled bulk flour deliveries, officials said, eliminate the need for stocking large quantities of flour and consequently reduce storage space requirements.

This delivery system requires no unloading equipment at the bakery.

Pneumatic equipment on the truck delivers flour into any type of bin located at any point in the bakery, International said. Flour can then be handled within the bakery either pneumatically or mechanically with screw or bucket conveyors.

The primary reason for the interest of bakers in bulk flour handling at this time is the substantial reduction it makes possible in operating costs, the firm states. Bulk flour handling eliminates the cost of individual containers, unloading costs, in-plant handling of flour in individual containers, and the cost of disposing of sacks. It also reduces invisible flour loss to less than  $\frac{1}{2}$  of 1%, it is claimed.

The firm states that the sanitation advantages of the bulk handling system are extremely attractive to modern bakeries. Dusting and breakage are eliminated, as well as house-cleaning costs which have been high in the past. The flour is completely protected against contamination since it is transported and delivered in a completely sealed system, officials said.

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### NEBRASKA BAKERS ASSN. PLANS OCT. 5-6 MEETING

OMAHA — The Nebraska Bakers Assn. will conduct its annual convention and fall forum for retail and wholesale bakers at the Paxton Hotel, Omaha, Oct. 5-6. Ed Wendelin, Wendelin Baking Co., Lincoln, president of the association, has announced.

Among the outstanding speakers will be: E. E. Kelley, Jr., president of the American Bakers Assn.; William F. Thie, president of the Associated Retail Bakers of America; William Walmsley, principal emeritus, American Institute of Baking; William Marquardt, Marquardt's Baking, Joplin, Mo., and C. A. MacDuffee, Dry Milk Institute.

Special emphasis will be placed on

merchandising, packaging, sales promotion and public relations. Display space will be available on the mezzanine of the Paxton Hotel for allied firms.

Tentative plans call for a golf tournament on the afternoon of Oct. 5 with a reception and buffet lunch that evening, when golf prizes will be awarded. Oct. 6 will start off with a breakfast in the morning, and a combined session of both retail and wholesale groups.

The convention will adjourn following the banquet and entertainment on the evening of Oct. 6. Additional announcements will be made as plans are completed, by the association secretary, Al Swanson. Further information may be obtained from the office of the secretary at 2708 Martin Ave., Omaha 12, Neb.

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### AREA MEETINGS HELD BY CAROLINA BAKERS

ASHEVILLE, N.C.—K. G. Patterson of Quality Bakery, Asheville, N.C., president of the Western Carolinas Retail Bakers Assn., recently conducted regional meetings throughout the Carolinas for retailers and their key personnel.

The first of these meetings was held at Greenville, S.C., the second at Columbia, S.C. Others were conducted at Charlotte, and the fourth and fifth meetings were scheduled for Asheville and High Point, N.C. Attendance at the meetings were excellent with practically 100% audience participation in the discussion, the exchanging of ideas, formulas and short-cuts in both the salesroom and the shop.

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### WARD DECLARES DIVIDEND

NEW YORK—Faris R. Russell, chairman of the board of Ward Baking Co., has announced that the directors have declared a quarterly dividend of 45¢ a share on the common stock, payable Oct. 1 to stockholders of record Sept. 15. Directors also declared the regular quarterly dividend of \$1.37½ a share on the 5½% cumulative preferred stock, payable Oct. 1 to stockholders of record Sept. 15.

### First 2-Day Exhibition Set for Cleveland

## Nation-wide Tour Set for New Airslide Bulk Car

CHICAGO—The new Airslide car, which has evoked considerable discussion since its production a few months ago, will go on a nation-wide tour soon.

The car (a specialized covered hopper car for bulk shipping) was recently shown at the Materials Handling and Association of American Railroads convention. It is built and designed by General American Transportation Corp., Chicago, in collaboration with the Fuller Co., Catasauqua, Pa.

The Airslide car starts its big city

tour with a two-day demonstration in Cleveland, on Sept. 14-15. From there it goes to Minneapolis, Sept. 30 and Oct. 1; to St. Louis, Oct. 14-15; New Orleans, Oct. 28-29; Houston, Nov. 5-6; Los Angeles, Dec. 1-2; and San Francisco, Dec. 14-15.

In each city a full scale, working display will be shown. Each exhibition will be free, and open to the railroad and traffic executives as well as to the public.

The Airslide car is especially designed for bulk shipping of dry, powdered or granular commodities. Air-

slide cars can be built to handle high or low density materials equally well. The car is loaded by gravity and unloaded in any of three different ways: (1) by gravity feed into hoppers below track; (2) through utilization of any mechanical conveyor system; (3) or through any pneumatic conveyor system—vacuum or pressure.

The car has two trenches running the full length of the interior and sloping toward the center. An Airslide fabric is fastened to the underside of each trench. This fabric is chemically treated and totally en-

cased by a U-section of light gauge steel. Approximately 1 lb. per square inch of air pressure will activate the lading and unload it with fluid-like speed, evenly and thoroughly through outlet valves on the bottom of the car.

Because of Airslide's unique design, bulk materials are said to be protected against shrinkage and leakage with a minimum possibility of contamination and infestation.

A number of General American Airslide cars have already been leased.

# Property Insurance

**How Does It Affect the Baker?**  
**How Much Should You Carry?**  
**What Kind Should You Buy?**  
**What Is Adequate Coverage?**

"Luckily," the owner says serenely to the reporters after a disastrous fire, "luckily I'm insured." Then he hurries off to collect his money—and meets a sad awakening. That story is too often the awful truth. His policies were purchased years ago, based on book value, or upon a casual appraisal. They have been renewed yearly without thought to inflation or to the responsibility of coinsurance.

The baking business of today is filled with bitter discoveries, but none so wry as that. Most of us are appalled at the expanse of fine print that covers the pages of our insurance policies. It requires a strenuous effort to read them through! If we are wise we place our confidence in the broad experience and advice of an experienced insurance agent or broker. A few of the things that agent would tell you are to be found in the following paragraphs.

Contrary to usual custom, the first thing to do about property insurance is not its purchase. Instead such action should be preceded by a careful appraisal. All too frequently insurance is hastily bought to cover the book value of a building or its machinery. What can you buy now at the prices of 10 years ago? Or even five? Very little, of course. And that is why many bakeries have engaged an authorized firm of appraisal engineers to make an annual revision of the worth of their property.

These firms are experts in the field, and their word is acceptable to insurance firms. Their engineers make an exacting survey of your bakery. When they are finished they provide you with a listing of your building values, your machinery, pans, racks, and tools in careful detail. Beside each item they list the current replacement value, less depreciation. On those figures you may safely secure insurance coverage.

A copy of this appraisal is kept in the office of the appraisal firm, where it may be secured as a needed copy if a fire destroys your own company's books. As new equipment is acquired a notice is sent to this firm, in order that the record may be kept up-to-date. This is also true of machinery or pans that have been junked or sold.

With the value of property safely recorded, the bakery owner may proceed to buy his insurance. Here again the insurance agent can help in compiling a list of the many exposures to loss that are possible to such possessions. Our chart of such exposures called "Are you covered?" may help in such a determination. Wherever possible an effort should be made to simplify this task by writing policies in a comprehensive manner.

No attempt should be made in the policy to spell out every piece of equipment in the plant or store. Rather you can fully accomplish this by simply describing the property as Furniture and Fixtures, since that description includes everything, but does not limit your coverage. In most cases "blanket" description of property is best. The words, All Real Property or All Personal Property, with any exceptions listed, leaves no question as to the intent of the insurance.

You have the right to exclude any item or part of the whole of your property (otherwise coming within the general scope of coverage afforded by the insurance) which should be specified clearly. Such exclusions may, for example, include accounts, currency, bills, deeds, etc., on which you have other insurance. Or it may be the "foundations" of your building, which you consider incombustible and therefore uneconomical to insure.

Another important consideration in the purchase of insurance is what is known as coinsurance. You should be well aware of your duties in such a case. Under such a clause, in order to avoid being compelled to meet or coinsure, part of your loss, you are obligated to carry insurance bearing a stated minimum percentage relationship to the value of the property insured. In fire insurance the most common percentage is 80, although higher ratios are required under some fire policies. If you do not carry enough insurance, as stated in the coinsurance clause, your loss will not be paid in full. In other words, you will become a coinsurer with the insurance company.

The table below may give some idea of how the coinsurance clause operates. Policyholder X carried sufficient insurance. Policyholder Y failed to do so and was forced to sustain part of the loss.

	X	Y
1. Real cash value of the property when the loss was incurred	\$100,000	\$100,000
2. Minimum insurance which both should have held, under the 80% clause	80,000	80,000
3. Amount actually carried	80,000	60,000
4. Loss that was sustained	40,000	40,000
5. Amount to be paid by insurance company (Item 3 divided by items 2, and result multiplied by item 4)	40,000	30,000

Obviously Y's failure to comply with the coinsurance clause has cost him \$10,000.

While it is surely desirable for the bakery owner to place his insurance problems in the hands of his agent, it is not suggested that he can then safely ignore the written terms of the contract. There are often several conditions that the insured must observe carefully. If extended coverage is attached to one fire policy, it should also be obtained on all other fire policies covering the same risk. Some policies contain clauses limiting the insurance company's liability to the value placed upon the property by the insured in his stock lists or records. In the event of a claim he must also prepare an inventory of the merchandise destroyed, damaged, or stolen, as well as that left untouched, stating the original cost, cash value, and the amount of the loss. He may have to submit a proof of loss as well as books of account, papers, and vouchers. He may even have to present himself for examination and oath.

All this may be vitally important, since original declarations made by the baker are held to be warranties, and failure to comply may be considered an excuse to void the contract.

Some states, however, lessen this danger by laws which declare that a policy shall not be voided until it is proved that a breach in the warranties actually increased the risk of loss. Fire insurance can be materially decreased in cost by the installation of sprinkler systems. In some cases the heavy outlay of cash necessary for such an addition can be met by premium savings in a few short years. No bakery owner should ignore such a possibility when buying insurance.

The extended coverage endorsement to a fire policy is obtained at an additional premium. It provides an added coverage for loss or damage caused by aircraft, explosion, hail, windstorm, vehicles, riot and riot attending a strike, civil commotion, and smoke. It may be broadened to include vandalism and malicious mischief. In such instance, however, the insured is wise to study such clauses carefully, since he, more than anyone, knows the potential exposures to loss he may have. Fire policies do not generally cover instances of ex-



**Contributing  
Editor**

**George J. Emrich**

plosion, unless that is specifically written into the contract. A building contractor recently demolished a building, using a blast of dynamite that also damaged the walls and foundations of an adjoining building. Only then did he read his policy to learn that blasting hazards were specifically excluded.

Another example of extended coverage that may not be understood until it is too late lies in the endorsement for windstorm damage. The way it is usually written makes compensation available only if the wind-driven rain, snow, sand, or dust which damaged the interior of a building actually entered through a break in the walls or roof caused by the wind. When a policy is written to cover new locations automatically, such coverage is frequently void after a short period if the baker has failed to report the move to the insurance company. Smoke insurance covers only for smoke from sudden, unusual, and faulty operation of heating or cooling equipment.

It would be possible to continue on for pages about these many pitfalls and loopholes for the insurance buyer. It is not suggested that a busy bakery operator can ever become an expert on insurance. He can, however, make it a practice to read his policies carefully, to consult with his agent, his banker, and his auditor. Surely such a combination of experience should enable him to avoid many difficulties.

Boiler and machinery insurance, usually written in separate contracts from fire insurance, covers loss from accidents to boilers, machines, pressure vessels, engines, steam turbines, electric generators, pumps, electric motors, compressors, transformers, power lines, fans and similar objects and equipment. Under such contracts indemnity may be obtained for damage caused by accidents to the insured equipment and other property and to the property of others where the insured may be liable. The normal subdivision of such insurance is into three classes: Property damage, bodily injury, and indirect loss.

The first class, of course, covers damage to the insured's property, and provides money for rapid repairs where it may be necessary. It also

## Quiz Yourself About Property Insurance

1. What is your property actually worth?
2. Have you obtained insurance in sufficient amount to cover such values?
3. If loss occurs can you recover fully, or will you be penalized by clauses covering "Coinsurance," or similar policy conditions?
4. In view of current verdicts of courts and juries, have you given proper consideration to Third-Party Liability and Property Damage?
5. If you rent, do you understand your responsibility under your lease clause?
6. Have you considered all possible opportunities to reduce premium costs?
7. Has your insurance program been revised lately to fit current values?

## Are You Covered?

WHAT IS IT?	WHAT CAN HAPPEN?	AVAILABLE INSURANCE
Buildings, machinery, equipment, tools, pans, furniture, fixtures, tenant's improvement (on the premises or in warehouses), inventory, finished baked products, unfinished products in proof box, oven or retarding boxes, etc.	Fire, Explosion, windstorm, hail, riot, civil commotion, vandalism, smoke, aircraft, vehicles, Earthquake.	Fire insurance. Extended coverage (excluding boiler or mechanical explosion or rupture).
Patterns, dies, other property that is away from the premises, in transit, at repair shop, on lease, etc.	Leakage of sprinkler equipment. Flood-water damage.	Earthquake assumption (in fire insurance), first loss earthquake insurance. Sprinkler leakage insurance. Special forms.
Boilers, pressure tanks, machinery.	Explosion, rupture, cracking, fracturing, breakdown.	Boiler and mechanical insurance.
Motor trucks, trailers, fleet passenger cars.	Fire, theft, collision, miscellaneous.	Automobile insurance, fire, theft, collision, comprehensive insurance.
Property in transit, by land, water or air.	Specified perils, "all risks."	Rail, motor cargo, air transport freight and express; registered mail, parcel post coverage.
Glass and lettering (on premises).	Breakage, defacement.	Plate glass insurance (except by fire), also covered by certain extended coverages and by earthquake insurance.
Neon signs, wherever located.	Any damage.	Neon sign "all risk" insurance. Also covered by fire and earthquake insurance and certain extended coverage.
Exhibits, displays, etc.	All risks.	Property floaters.
Records, drawings, books, etc., accounts receivable.	All risks	Valuable papers insurance.

provides for damage to the property of others. The second class listed requires no explanation. The indirect loss may be in the form of use and occupancy insurance (covered more fully in a later article), outage insurance, for loss of time while the equipment is down, and insurance against occupancy insurance (covered more the installation of stand-by equipment may render it unnecessary to carry use and occupancy insurance).

Although insurance on motor trucks, trailers and fleet passenger cars is best written in the form of a comprehensive policy, this article is concerned largely with that part which concerns damage to one's own fleet, or to the property of others.

There has been some argument about the merits of automobile fire and theft policies written with an "actual value" clause compared with those written with a "stated value" clause. The latter states the maximum amount of settlement in case of theft or destruction. If commodity prices are moving up, as they have for years, an actual value clause would be advantageous.

Inflated prices also have a bearing on the limits you may want on property damage inflicted on others by your motor vehicles. Many cases have been cited in recent years where a single truck has created an expensive havoc that far exceeded its own value. In one instance a trailer careened against an open flat-top truck bearing radar equipment, with costly consequences. A panel body truck ran out of control and crashed into a store window jammed with television sets. Another's untimely collision with a gasoline tank truck spread a fire that destroyed tens of thousands of dollars in property. While these, it may be properly argued, are extreme cases, they are still evidence that property damage limits should be reconsidered in the light of possible losses at today's prices.

Collision insurance is fairly expensive for a fleet of trucks, although an endorsement can easily be written for passenger cars only, with \$50 or \$100 deductible clauses. Needless to say, your rates are determined by your past experiences in part, as well as by the accident rate and costs in your community. Fleet safety programs, with prompt post-mortems on all accidents, can help—both by reducing your own rates and by lowering the rate of accidents wherever you operate.

There is sometimes some confusion about the merits of stock companies and mutual companies when buying insurance. A stock company is owned by the holders of its capital stock. If the company makes profits, they belong to the stockholders. Such policies as a stock company issues are not subject to assessment, and the holder of policies have no title to any of the profits. Sometimes, however, stock companies write participating policies, enabling policy-holders to share in the dividends with the stockholders.

Mutual companies, of course, are owned by the policy holders. They share profits by issuing dividends on the policies at the end of the year, although such rewards are dependent upon the profits of the association. Policy holders are liable for assessments if the company does not profit from its operations. Factory mutuals issue insurance on choice industrial property, where the risk is of high quality. They are well known for their service in advising owners on the best course to be followed in reducing the possibility of loss.

The continued annual cost of insurance, where no loss has been incurred, may make a bakery owner consider the possibility of saving the premiums and insuring himself. Best judgment, however, is that self-insurance is practicable only for giant companies that can establish huge reserves. Since such money as might

be saved is taxable as profits, the temptation diminishes the more you think about it. This is not to say, on the other hand, that no economies are possible.

Your agent undoubtedly will spot obvious cases of overlapping in your coverage, but there are other things to consider. The correctness of the computation of your premiums might be checked by referring to the rating bureaus in your state. Be sure that the type of property you are insuring is accurately listed. A fireproof building, obviously, containing only offices, would be rated lower in rates than a wooden structure housing a paint factory or furniture manufacture. A deductible clause in certain of your policies may enable you to effect a worth-while reduction in premiums.

On the fire insurance obtained on your inventory, you may ask for a reporting form, particularly if your stock fluctuates markedly from one month to another. Then, by stating exactly each month your total inventory, you eliminate the risks of being overinsured, without running the danger of finding yourself underinsured at time of any loss.

A sizeable discount in premiums can be gained by purchasing fire insurance for a term of three or five years. While this is usually common only on property, the insurance companies have held that the less frequently the renewal takes place, the less cost to insure, and the less competition the agent will have to face. A three-year policy is frequently available at only two and one half times the annual premium, or 16.66%. A five-year policy goes for the equal of four annual premiums, or a 20% saving.

The full discount on term policies requires that the premium be paid in advance. In some areas budget plans are available, offering the baker a chance to obtain a rate lower than the annual rate, but not quite as low as the term rate. While this plan requires that all the policies be taken out with one company, it has definite advantages to those who would not prefer to invest all the money at once.

Most insurance companies have extensive service departments who can advise on better methods for loss prevention. Their regular inspections usually result in suggestions that might reduce premium rates and reduce the chance of widespread damage. They also provide posters to caution employees against smoking in danger areas. While a busy bakery operator may regard their visits as an unwelcome interruption, there is always the possibility that a large risk may face cancellation by the insurance company if cooperation is not extended to their loss-prevention engineers.

Such a principle follows on all types of property insurance, although it is most prominent in truck insurance. Many bakeries make a sustained annual drive to eliminate careless driving among route men. Very often a series of unfortunate accidents lifts the rate of the fleet owner for a period of years. Since accidents are caused in 90% of the cases by human, avoidable errors, there is a profitable field of premium saving to be found in safety programs alone.

In summary, the modern bakery owner can profit by a well-planned insurance program, and he can sleep soundly in the knowledge that unexpected losses cannot suddenly bankrupt him. The sequence of action invariably follows this pattern: Secure a realistic appraisal of all property values, examine all possible exposures

to loss, engage a competent insurance agent, know the terms and warranties of each policy you buy, revise your program periodically to fit the changing conditions of business life.

—BREAD IS THE STAFF OF LIFE—

## Voting Underway on Governorships of 27 ABA Units

CHICAGO—Fifty-six members of the American Bakers Assn. have accepted nominations for the 27 regional and branch governorships which expire this year in 15 regions and 4 branches according to Charles J. Regan, chairman of the 1953 ABA nominations and elections committee. Mr. Regan, director of public relations, Interstate Bakeries Corp., Chicago, reports that voting is underway.

Governors elected will serve terms varying from one to three years each. Five are to be chosen to represent branches of the industry and 22 to represent the various ABA geographic regions. Under the ABA by-laws, expiration terms are staggered so that not all branches nor all regions elect governors each year.

The voting this year will cover the following Branch divisions: wholesale cake, 1; wholesale bread, 1; multi-state, 2; biscuit and cracker, 1.

One governor will be elected from each of the following regions: 5, 8, 9, 11, 12, 16, 17, 18, 19 and 20. Two each will be elected from regions 1, 7 and 10 while three each will be elected from regions 2 and 4.

—BREAD IS THE STAFF OF LIFE—

### HATHAWAY DIVIDEND

BOSTON—The directors of Hathaway Bakeries, Inc. have declared a regular quarterly disbursement of the common stock of 25¢ a share. The dividend is payable Sept. 1 to holders of record Aug. 20.

—BREAD IS THE STAFF OF LIFE—

### VIRGINIA BAKERS READY OCT. 2-3 CONVENTION

NATURAL BRIDGE, VA.—"Finding the Right Answer" has been selected as the theme for the 1953 fall meeting and conference of the Virginia Bakers Council, Inc., at Natural Bridge, Va., Oct. 2-3.

The council's annual meeting will begin at 10 a. m. Oct. 2 and action will be taken on committee reports and the budget and industry problems in Virginia will be discussed.

Registration begins officially at 4 p. m. Oct. 2 but early registrations will be accepted. Hospitality hours arranged by various allied firms will begin at 6 p. m. and the usual Dutch treat is planned for 7:30 p. m. A humorous speaker and a movie are planned following the dinner.

The conference session will open at 9:30 a. m. Oct. 3. Features will include an open forum moderated by Peter G. Pirie, editor, Bakers Weekly; Washington report by Walter N. Clissold, eastern editor, Baking Industry; and a talk, "The Diminishing Market for Bakery Products," by Ralph S. Herman, General Mills, Inc.

The incoming president will be presented following the 1 p. m. luncheon and 6 p. m. hospitality hour, a smorgasbord at 7:30 p. m. and a dance at 9 p. m. are other features.

Hotel reservations should be made directly to the Natural Bridge Hotel here and advance registrations are being accepted now and may be mailed to the Virginia Bakers Council, Inc., P. O. Box 488, Richmond, Va.

## Aeration Bleaching Process Employed by Scottish Bakery

TORONTO—After more than four years of research and experimentation, a British engineering firm has perfected a machine which, it claims, can whiten bread by use of a new bleaching and improving process.

Attention was directed towards finding a new method, dispensing with chemicals, when Sir Edward Mellanby, the British scientist, alleged that existing chemicals were responsible for canine hysteria in England and were, in consequence, harmful to humans. As far as the trade was concerned, the claims made by the scientists were not accepted as proven but nationwide press publicity in Great Britain caused considerable harm. Consumers shied away from bread and sales dipped steeply. The British government authorized a switch to other chemicals but still the suggestion of adulteration resulted in continued consumer resistance.

The situation came to a head in 1952 when Scottish bakers began to advertise their bread as "untreated" to combat adverse consumer opinion. Even this gimmick did not work because the bread was even darker than that made from flour of 81% extraction. The consumers still preferred the white loaf and it was apparent to the British milling industry that a new method must be found in order to give the customers what they wanted.

### Aeration Process

This new method, known as the aeration process, has been evolved by the Morton Machine Co., Ltd., Wishaw, Scotland, in cooperation with the laboratory technicians of Joseph Rank, Ltd., the British flour milling firm. Ranks holds the patents on the process.

There is expressed general agreement in the flour and bread trades that some means of bleaching and improving are essential if the whiteness demanded by the consumer is

to be attained. The problem facing the Morton engineers was to find some method of accelerating and controlling the natural process which took place with "aged" flours before the era of chemical improvers and bleachers. In other words, they felt the mechanical process of aging would have to be speeded up sufficiently to produce the vital mix in a matter of minutes. The engineers had to build a machine which could handle that part of the process with which existing equipment was unable to cope.

The close cooperation which existed between the laboratory staff of Ranks and Morton resulted, after exhaustive tests, in the production of a formula and a machine which were jointly capable of overcoming all the problems associated with large scale bread production, it is reported.

### Oxygen Is Bleaching Agent

In the aeration process half the untreated unbleached flour used in the final dough is whipped with water at very high speeds in the machine for approximately 5 min. During that period sufficient oxygen is taken from the atmosphere to produce a batter which, when discharged from the mixer, acts as an oxidizing agent to bleach and improve the other half of the flour in a normal dough kneading machine, it is said. This whipping is achieved in the Morton machine by two statically balanced blades, the completion of the process being determined by electrical reading.

A large proportion of the bread produced by Beatties Bakeries, Glasgow, Scotland, is now made by the aeration process while at the company's new plant at Dundee, the whole of the bread is made by the process without the use of any chemical improvers or bleachers.

Motive power for the machine is supplied by an electric motor operating through a gear box to a chain drive which, in turn, drives helical gears on both beaters. The container of the mixer is of special shape to facilitate discharge of the batter and is jacketed for temperature control which is vital to the mix.

The weight of the machine is 5½ long tons, the height 7 ft. 2 in., the over-all length 10 ft. 10 in., and the depth from back to front 7 ft. 7 in.

## Baking Industry Economic Study Reaches Milepost

CHICAGO — "Splendid cooperation," from some 250 independent bakers has been received by Northwestern University researchers gathering statistics in 50 test market areas for a two-year baking industry economic study, Charles Slater, research director, said recently in an interim report as the project reached the halfway mark.

The baking industry study is sponsored by the American Bakers Assn. and conducted by Northwestern's Center for Social Research. The university is spending the first two years of a five-year plan digging into industry matters, compiling statistics, analyzing various factors of the industry and summarizing its findings. For the next three years, a continuing study of the industry will be made.

"The cooperation of the independent bakers in providing basic information was absolutely essential in making the study effective, since independent bakers sell the majority of the industry's output," George Faunce, Jr., Continental Baking Co., New York, chairman of the ABA study committee, said in commenting on the report.

### Cooperation Splendid

"It is gratifying to know that Mr. Slater and his group have already received such splendid cooperation from half of the 500 independent bakers they plan to contact," he added.

The aims of the study are to provide the baking industry with unbiased performance figures, an economic analysis of distribution methods, competitive practices and costs, and an economic history of the industry.

The economic analysis phase includes such problems as: (1) Cost-price relationships and comparisons; (2) labor relations and unionization of the industry; (3) distributive methods and costs; (4) technological changes in terms of costs and outputs; (5) financial and management organizations.

While accounting records of about half of the companies located in the 50 market areas chosen for detailed study are available now to researchers, statistical information from the remaining independent bakers is needed to complete the analytical picture, according to the report. The university group is contacting these bakers and hopes to get simplified profit and loss statements from each plant.

This type of information from individual baking companies is kept in complete confidence by the study and figures from these records will appear only in over-all statistical compilations. Such information is essential as the study now moves into the major analytical phase of its work.

During its first year of research, the study has built up a bibliography of 4,000 published sources pertaining to the baking industry, established industry contacts to aid in obtaining first-hand information of bakery operations, and written first chapters of the final manuscript reporting the results of the study.

The cost structure study—the first analytical report completed by the baking industry study—was finished early in June. This was an analytical study of cost relationships within 59 individual plants and companies,



Daniel N. League

**NEW POSITION**—The promotion of Daniel N. League from director of cost control to chief economist of Interstate Bakeries Corp., Kansas City, has been announced by R. L. Nafziger, president of the company. The position of chief economist was created to cover a wider area of company policy and operations. Mr. League joined Interstate in 1945 as a cost analyst. He became manager of the cost control department in 1947, and director of cost control in 1950. Mr. League's headquarters will be in the Kansas City general offices of the firm.

and will be incorporated into the final report of the study.

The study, established under a grant from the ABA, is being conducted by a staff of economists, statisticians and research assistants. On the ABA study committee, in addition to Mr. Faunce, are Harold D. LeMar, P. F. Petersen Baking Co., Omaha, and John Thies, Quality Bakers of America Cooperative, Inc., New York.

The first phase of the study, which began last summer, is scheduled for completion in July, 1954.

—BREAD IS THE STAFF OF LIFE—

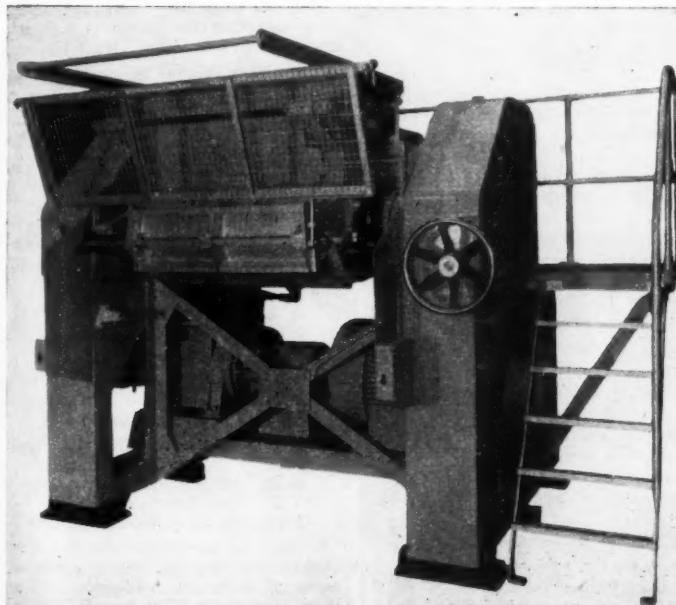
## STERLING DRUG REPORTS 6-MONTH NET UP 17%

NEW YORK—Net profit of Sterling Drug Inc., Sterwin Chemicals Inc., and other subsidiary companies for the six months ended June 30 was \$6,265,050, an increase of 17.1% over earnings for the corresponding 1952 period, James Hill, Jr., chairman and president, reports.

After deducting preferred dividends, these earnings are equivalent to \$1.58 a share of common stock. For the first six months last year, net profit was \$5,351,031, or \$1.34 a share. Profit before taxes for the six months ended June 30 was \$15,065,050, up 14.6% from the figure of \$13,151,031 for the corresponding period a year ago.

Sales for the first half of 1953 were at an all-time high for any six-months' period at \$83,881,436. They compare with \$79,973,095 for the period ended June 30, 1952.

Net earnings for the second quarter of 1953 were \$2,887,348, or 73¢ a common share, compared with \$2,179,730, or 54¢ a share for the 1952 second quarter. Sales for the three months ended June 30 were \$41,430,297, compared with \$38,070,602 for the corresponding 1952 quarter.



Machine used in the aeration process shown in the discharging position.

## Donut Month's 25th Anniversary

The 25th anniversary of National Donut Month comes in October.

In those 25 years doughnut making has moved from the homemaker's kitchen to the commercial bakery. This shift signifies that the housewife finds it convenient and economical to buy doughnuts at her bakery. Truly, a great merchandising feat has been accomplished.

Yet, this is no time for the baker to rest on his laurels. The baker must tell his story again and again—the story that doughnuts are a tempting and delectable morsel—ideal for parties, snacks, lunches—even a tasty finish to a meal.



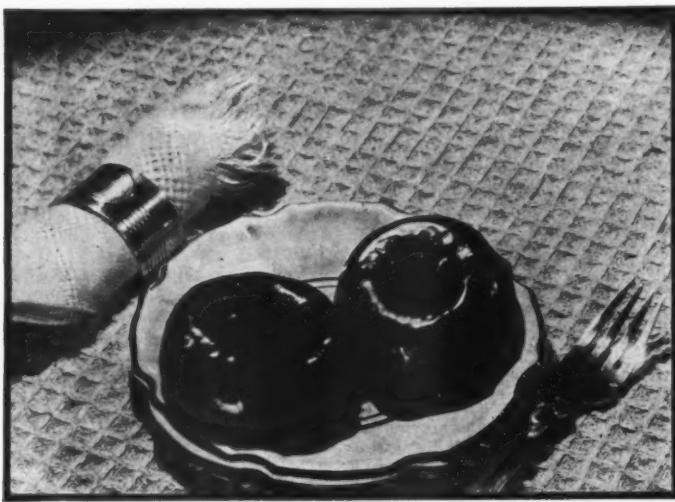
### Join the Promotion

National Donut Month is the vehicle for reminding consumers of the genuine goodness of doughnuts. Join the parade.

Today, comparatively few doughnuts are made in the home kitchens. The consumers have found that bakers can and are willing to supply them with the type of doughnuts they desire at a reasonable price.

Find out what doughnuts sell best in your community. Many bakers find that iced doughnuts boost sales. Finely ground nuts and crunches, glazed cherries, whole pecans or walnuts on icings, or mixtures of sugar and cinnamon or cocoa for coatings, produce a delightful variety of doughnuts.

While October is Donut Month many of the formulas here are for other fried products which find a ready sale.



### Frying Tips

It is extremely important that the frying fat is of the highest quality. It should be filtered often enough to keep it clean and sweet. The frying temperature should be closely watched as too low a temperature will produce a soggy, greasy product. On the other hand, when the temperature is too high the fat may be burnt or scorched. This will result in an off flavor which is objectionable.

It may be necessary to make minor adjustments in some of these formulas due to variations in ingredients. The baker who is willing to take the time and effort required to make quality fried foods will find himself well repaid. Don't miss this great promotion.

# OCTOBER IS Donut Month

**By A. J. Vander Voort**

Technical Editor  
The American Baker

### CAKE DOUGHNUTS (Hand Cut No. 1)

Cream together:

1 lb. 4 oz. granulated sugar  
4 oz. shortening  
½ oz. salt  
¼ oz. nutmeg

Vanilla or lemon extract to suit

Add:

12 oz. whole eggs

Stir in:

1 qt. milk

Sift together, add and mix in until smooth:

4 lb. 8 oz. cake flour  
2 oz. baking powder

Fry at 385° F.

Note: These doughnuts may be made more tender by sifting 4 oz. powdered sugar in with the flour and baking powder.

### CAKE DOUGHNUTS (Hand Cut No. 2)

Cream together:

3 lb. powdered sugar  
8 oz. shortening  
½ oz. nutmeg  
2 oz. salt

Vanilla and lemon extract to suit

Add:

2 lb. 4 oz. egg yolks

Stir in:

4 lb. milk

Sift together, add and mix in until smooth:

4 lb. bread flour  
6 lb. cake flour  
6 oz. baking powder

Fry at 380 to 385° F.

### CHOCOLATE DOUGHNUTS (Hand Cut)

Cream together:

1 lb. 4 oz. granulated sugar  
4 oz. melted butter  
4 oz. cocoa  
¾ oz. salt  
¼ oz. soda  
Vanilla to suit

Stir in:

8 oz. whole eggs

Then add:

2 lb. milk

Sift together and mix in carefully:

3 lb. 8 oz. cake flour

1 ½ -2 oz. baking powder

Note: Mix the dough as cool as possible. Have it somewhat on the soft side. Roll out and cut out the doughnuts. Fry at about 380° F. When cool, dip in chocolate icing.

#### Chocolate Icing

Mix together:

5 lb. powdered sugar  
4 oz. corn syrup  
¼ oz. salt  
Vanilla to suit

Add gradually:

1 lb. warm water

Mix in:

12 oz. melted bitter chocolate

Then mix in until smooth:

4 oz. melted butter

Place the icing in a warm water bath, about 100 to 110° F. It may be necessary to thin the icing down slightly with simple syrup.

### WHOLE WHEAT CREAM DOUGHNUTS (Hand Cut)

Cream together:

1 lb. 8 oz. granulated sugar  
4 oz. milk solids (non-fat)  
3 oz. shortening  
¾ oz. salt  
¾ oz. soda

Add:

6 oz. egg yolks

Stir in:

2 lb. ice cold water

Blend and mix in carefully:

2 lb. fine ground whole wheat flour  
2 lb. 8 oz. cake flour

1 ½ oz. cream of tartar

Roll out and cut out the same as any other hand cut doughnuts. Fry at 370° F. When cooled, glaze or cover with cinnamon sugar.

### TUTTI-FRUTTI DOUGHNUTS (Hand Cut)

Cream together:

2 lb. sugar  
8 oz. shortening  
1 ¼ oz. salt  
½ oz. nutmeg  
Vanilla to suit

Add gradually:

12 oz. whole eggs

4 oz. yolks

Stir in:

4 lb. milk

Sift together and mix until smooth:

7 lb. 8 oz. cake flour

4 oz. baking powder

Then add and mix in:

8 oz. ground walnuts  
10 oz. ground cherries  
8 oz. ground citron  
8 oz. ground orange and lemon peel

Roll the dough out to about a ½ in. thickness. Cut out the doughnuts and fry at about 375 to 385° F. When cool roll in powdered sugar.

### CAKE DOUGHNUTS (Rich Type, Plunger Type)

Cream together:

3 lb. powdered sugar  
8 oz. shortening  
¼ oz. mace  
¼ oz. nutmeg  
2 oz. salt  
2 oz. milk solids (non-fat)

Add gradually:

2 lb. yolks

8 oz. whole eggs

Mix together and add:

¾ oz. soda  
3 lb. liquid milk  
Vanilla flavor to suit

Sift together, add and mix in until smooth:

4 lb. bread flour  
4 lb. cake flour  
6 oz. baking powder

It may be necessary to make some slight adjustments in this formula because of variation in ingredients and shop conditions. This dough is quite rich. It will stand somewhat more mixing than will the average doughnut formula.

**MACHINE DOUGHNUTS  
(Plunger Type No. 1)****Cream together:**

2 lb. 4 oz. granulated sugar  
6 oz. shortening  
1½ oz. nutmeg

Lemon and vanilla to suit

**Add gradually:**

1 lb. whole eggs

**Stir in:**

2 qt. milk

**Sift together, add and mix in:**

6 lb. bread flour  
3½ oz. baking powder  
Fry at about 380° F.

**MACHINE DOUGHNUTS  
(Plunger Type No. 2)****Cream together:**

2 lb. granulated sugar  
5 oz. shortening  
2 oz. salt  
½ oz. nutmeg

Lemon or vanilla extract to suit

**Add:**

1 pt. egg yolks

**Stir in:**

2¼ qt. milk

**Sift together and mix in until smooth:**

7 lb. cake flour  
4 oz. baking powder  
Do not mix any more than necessary. Fry at about 380-385° F.

**CHOCOLATE DOUGHNUTS  
(Plunger Type)****Cream together:**

1 lb. 10 oz. sugar  
6 oz. shortening  
1½ oz. salt  
¾ oz. cinnamon  
½ oz. soda

**Add slowly:**

8 oz. whole eggs  
8 oz. egg yolks

**Stir in:**

2½ qt. milk

**Sift together and fold in carefully:**

6 lb. 4 oz. cake flour  
8 oz. cocoa  
3½ oz. baking powder  
Fry at about 385° F.

**Note:** The eating quality of chocolate doughnuts is greatly improved by giving them a coating of chocolate glaze.

**Chocolate Glaze****Mix together:**

10 lb. powdered sugar  
¾ qt. hot water  
¼ oz. salt

Vanilla flavor to suit

**Dissolve and add:**

2½ oz. gelatin in  
¼ qt. warm water

**Then mix in:**

2 lb. melted bitter chocolate

Place in a warm water bath.

**Note:** Do not have the water bath too warm as this causes the icing to turn gray. After adding the gelatin solution, do not beat the icing. This forms bubbles which detract from the appearance.

**CAKE DOUGHNUTS NO. 1  
(Bag Type)****Cream together:**

1 lb. sugar  
4½ oz. shortening  
1 oz. salt  
¼ oz. nutmeg  
½ oz. soda

**Add gradually:**

4 oz. whole eggs  
4 oz. yolks

**Stir in:**

1 qt. milk

**Sift together, add and mix in carefully:**

3 lb. 6 oz. cake flour  
¼ oz. cream of tartar

Mix in the flour just enough to get the dough smooth. Instead of shortening,

ing, butter may be used. Lemon or vanilla flavoring may be added if desired.

**CAKE DOUGHNUTS NO. 2  
(Bag Type)****Cream together:**

1 lb. 2 oz. granulated sugar  
3 oz. shortening  
¾ oz. salt  
¼ oz. nutmeg

Vanilla or lemon flavoring to suit

**Add gradually:**

8 oz. whole eggs

**Stir in:**

1 qt. milk

**Sift together, add and mix in:**

2 lb. bread flour  
1 lb. 4 oz. cake flour

1¾ oz. baking powder

Mix until smooth.

**CAKE DOUGHNUTS  
(Automatic Machine)****Place in a mixing bowl and blend thoroughly:**

7 lb. 4 oz. sugar  
1 lb. shortening  
6 oz. salt

1 lb. non-fat milk solids  
2 oz. mace or nutmeg

9 oz. baking powder  
3 lb. 8 oz. bread flour

14 lb. 8 oz. pastry flour

**Add and mix for 2 to 2½ min. on medium speed:**

2 lb. 8 oz. yolks  
9 lb. water (80° F.)

3 oz. vanilla

1 oz. lemon flavor

Fry at about 370° F.

**Note:** Allow the batter to rest for about 15 min. after mixing.

**MASSAGE DOUGHNUTS  
(Dry Mix No. 1)****Place in a mixing bowl and mix on slow speed until dry ingredients are coated with shortening:**

20 lb. fine granulated sugar  
1 lb. salt  
8 oz. soda

8 oz. mace  
3 lb. milk solids (non-fat)  
5 lb. shortening

**Sift together and add to the above slowly:**

15 lb. bread flour

27 lb. cake flour

1 lb. cream of tartar

Mix on slow speed for 20 min. Sift three times before using.

**DOUGHNUT BATTER**

18 lb. 4 oz. dry mix

2 lb. 8 oz. whole eggs

4 lb. water (variable)

2 oz. vanilla extract

2 oz. lemon extract

Place in a mixing bowl and mix for 10 to 12 min. On a 3-speed mixer use second speed. On a 4-speed mixer use third speed.

Batter temperature 75° F. Floor time, 15 min. Fry at 375° F.

**MACHINE DOUGHNUTS**

(Dry Mix No. 2)

Mix together thoroughly on slow speed until shortening is blended with sugar:

5 lb. granulated sugar  
14 oz. shortening  
3 oz. salt  
2 oz. mace

**Sift together and add to the above:**

13 lb. 4 oz. cake flour

2 lb. 8 oz. bread flour

1 lb. powdered egg yolk

1 lb. 4 oz. milk solids (non-fat)

8 oz. baking powder mixture

Mix 15 min. on slow speed. Sift three times before using.

**Baking Powder Mixture****Mix together thoroughly:**

2 lb. cream of tartar

1 lb. soda bicarbonate

To every 10 lb. doughnut flour use about 3 lb. 12 oz. cold water. Add flavor to suit. Mix for 2 min. on third speed on 4-speed machine or second speed on 3-speed machine. Fry at 385° F.

**FRANCO DOUGHNUTS**

(No. 1)

**Bring to a boil:**

12 oz. shortening

1 qt. water

¼ oz. salt

**Add:**

24 oz. bread flour (scald well)

**Add:**

1 qt. eggs about ½ pt. at a time

**Add:**

Enough water to bring to right consistency (approximately ½ pt. or more)

**Add:**

Not over ½ oz. baking powder to 1 qt. eggs

Fry at about 360 to 365° F. The proper amount of water to add can be found only by doing a little experimenting. The consistency of the batter is an important point to watch. After frying and when cooled, ice the tops of the doughnuts with plain water or chocolate icing. This formula will produce excellent doughnuts made either by a bag and tube or plunger type of machine with the proper equipment to make them.

**FRANCO DOUGHNUTS**

(No. 2)

**Bring to a boil:**

4 lb. milk

1 lb. 8 oz. shortening

¼ oz. salt

When the mixture starts to boil, add:

2 lb. 8 oz. bread flour

Stir rapidly until the mixture leaves the sides of the kettle. Then remove from the fire and add gradually:

2 qt. whole eggs

**Add:**

Vanilla to suit



**Technical**

**Editor**

Then thin the mix down with:  
8 oz. milk (variable)

The proper amount of milk to use can be found only by doing some experimenting. The consistency of the batter is an important point to watch. Run out on greased cardboards or regular French doughnut screens, using a canvas bag and star tube. Fry at about 360° F. After frying and when cooled, ice the tops of the doughnuts with a plain water or chocolate icing.

**Note:** If greased cardboards are used, turn them upside down in the fat. The doughnuts will readily come off the cardboards. This formula may be used also with a plunger type of machine with the proper equipment.

**WHOLE WHEAT RAISED DOUGHNUTS****Cream together:**

1 lb. 4 oz. granulated sugar  
8 oz. milk solids (non-fat)  
¼ oz. cardamom seed (ground)  
1½ oz. salt

**Add:**

8 oz. whole eggs

**Then add:**

2 lb. water

**Add:**

3 lb. 8 oz. fine ground whole wheat flour  
4 lb. 8 oz. bread flour

**Then add and mix in:**

8 oz. yeast dissolved in  
2 lb. water

**Then add and mix in until smooth:**

1 lb. shortening

Dough temperature 80° F. Give one full rise and punch. Allow to rest about 20 to 25 min. Make up like any raised doughnuts. Give medium proof and fry at about 370° F. When fried and while still warm, roll in granulated sugar.

**POTATO FLOUR YEAST-RAISED DOUGHNUTS  
(Using Stock)****Formula for stock****Cream together:**

10 lb. shortening

8 lb. potato flour

**Add:**

7 lb. sugar (sucrose or dextrose)

**Mix in:**

2 lb. whole eggs

**Then add gradually:**

6 lb. water

**Formula for two quart dough:**

2 oz. salt

1 oz. milk solids (non-fat)

½ oz. mace

2 lb. 12 oz. above stock

5 oz. yeast

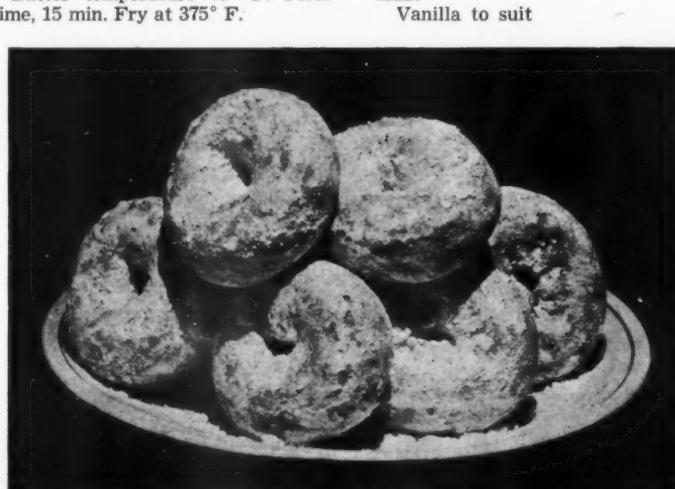
2 qt. water

6 lb. bread flour (variable)

1 lb. cake flour

Lemon flavor to suit

Set a soft dough at 84° F. Let raise for one hour, punch and rest for 15 min. Take to bench. Cut out the doughnuts and proof. Fry at 360-365° F. Then glaze the doughnuts in a thin icing or cover with granulated sugar.



**Combination Crullers**

**Make up the following sweet dough:**

- 2 lb. sugar
- 2 lb. shortening
- 1 lb. whole eggs
- 1½ oz. salt
- 4 lb. milk (variable)
- 8 oz. yeast
- 1 lb. pastry flour
- 8 lb. bread flour

Dough temperature 78-80° F. Allow this dough to ferment and then to each pound of the above dough add 1 qt. water. Break the dough up thoroughly. Then add 4 lb. prepared doughnut flour. Mix until smooth. Roll out and cut out the crullers at once using a 3 in. doughnut cutter. Place on screens or cloths and allow to proof for about 20-30 min. Then fry them at about 370° F. After they are fried, drain thoroughly and cover with fine granulated sugar.

**YEAST RAISED DOUGHNUTS  
(No. 1)****Mix together:**

- 1 lb. 8 oz. sugar
- 1 lb. 4 oz. shortening
- 8 oz. milk solids (non-fat)
- 3 oz. salt
- ½ oz. nutmeg
- Vanilla to suit

**Add:**

- 6 lb. water

**Then add and mix slightly:**

- 10 lb. bread flour
- 3 lb. cake flour

**Add and mix until a smooth dough is obtained:**

- 11 oz. yeast dissolved in
- 2 lb. water

Dough temperature, 80 to 82° F. Punch in about 1 hr. To the bench 30 min. later. Roll out and cut out the doughnuts. Give about three fourths proof. Fry at about 365° F. When fried and drained, these doughnuts may be glazed or sugared.

**Honey Glaze****Mix together:**

- 10 lb. powdered sugar
- 6 oz. honey
- 1 pt. hot water

**Dissolve and add to the above:**

- 3 oz. gelatin
- 1 pt. lukewarm water

**Add:**

- Vanilla or lemon flavor to suit

Place this glaze in a warm water bath and dip the doughnuts into it while they are warm. Allow to drain well.

**YEAST RAISED DOUGHNUTS  
(No. 2)**

- 1 lb. sugar
- 1 lb. shortening
- 2 oz. salt
- 1 lb. egg yolks
- Vanilla to suit
- 4 lb. 4 oz. water
- 8 oz. yeast
- ¼ oz. nutmeg
- 7-8 lb. bread flour (variable)

Dough temperature 82° F. Allow to come to full rise and then punch. Let stand for 20 to 30 min. and make up. Give about three fourths proof and fry at about 365° F.

**YEAST RAISED DOUGHNUTS  
(No. 3)****Blend together thoroughly:**

- 4 lb. 12 oz. sugar (sucrose or dextrose)
- 7 lb. 12 oz. shortening (emulsifying type)
- 11 oz. salt
- 2¾ oz. nutmeg
- 2¾ oz. mace
- 2 lb. 12 oz. milk solids (non-fat)

**Add and mix in:**

- 5 lb. 8 oz. whole eggs
- 21 lb. water

**Sift together and add:**

- 20 lb. bread flour
- 18 lb. pastry flour
- 13½ oz. baking powder

**Dissolve and add:**

- 5 lb. water with
- 3 lb. 8 oz. yeast

Mix to a smooth dough. Dough temperature 78° F. Allow to rest for about 20 to 25 min. and cut out the doughnuts. Proof for about 20 min. and fry at 360 to 370° F.

**FILLED LONG JOHNS**

Roll out a piece of sweet dough to about ½ in. thickness. Cut into bars about 1½ by 5 in. Place on screens or

cloths and allow to proof. Fry at about 360-370° F. When cool shoot some custard cream filling into one end using a cream puff filler. Then ice the tops with a good chocolate icing.

**Custard Cream****Bring to a boil:**

- 1 gal. milk
- 2 lb. 8 oz. sugar
- ½ oz. salt

**Mix together:**

- 12 oz. starch
- 1 pt. water

**Add:**

- 2 lb. whole eggs

When the milk starts to boil, add

the starch mixture and stir well until thick.

**Remove from the fire and stir in:**

- 4 oz. butter
- Vanilla to suit

**Chocolate Icing**

**Mix together:**

- 5 lb. powdered sugar
- 4 oz. corn syrup
- ½ oz. salt
- Vanilla to suit

**Add:**

- 1 pt. warm water

**Mix in:**

- 12 oz. melted bitter chocolate

**Stir in:**

- 4 oz. melted butter

## the SUCCESSFUL CAKE BAKER

### SPECIAL SECTION: "HOW TO INCREASE CAKE SALES"

What  
tastes  
better...

## SELLS BETTER

**Increasing cake sales** and profits takes more than good formulas and fine baking equipment —it takes a *Third Dimension* to get better-tasting, better-selling cakes. The *Third Dimension* of better-quality cake is full use of these three fine Fleischmann ingredients *in combination*:

**(1) Fleischmann's Frozen Eggs** . . . for that delicate, fresh, wholesome taste that only peak quality, Spring-laid eggs can give.

**(2) Fleischmann's TasteX Margarine SHORTENING** . . . for that rich, natural flavor that only this hydrogenated shortening, specially emulsified with cultured skim milk can give.

**(3) Fleischmann's Baking Powder** . . . for that regulated, controlled leavening action that only this "critical ingredient" assures, giving you the fullest possible results from all ingredients for about 2¢ on the dollar.

**FLEISCHMANN'S TASTEX MARGARINE Shortening**

Keep the icing in a warm water bath at a temperature of about 105° F. while spreading it on the long Johns.

#### WHOLE WHEAT POTATO DOUGHNUTS

##### Blend together:

10 oz. brown sugar  
2 oz. salt  
1 lb. potato flour  
1 lb. shortening (emulsifying type)  
6 oz. milk solids (non-fat)  
Vanilla to suit

##### Add and blend:

10 oz. whole eggs  
3 lb. water

##### Then add:

2 lb. whole wheat flour  
2 lb. bread flour  
3 lb. pastry flour

##### Dissolve and add:

12 oz. yeast  
2 lb. water

Mix until the dough is smooth. Dough temperature 78° F. Let raise for about 30-40 min. and cut out the doughnuts. Give about one half proof and fry at 365-370° F. Glaze or sugar as desired.

##### Doughnut Glaze

##### Bring to a boil:

2 lb. water

##### Remove from the fire and stir in:

10 lb. powdered sugar  
½ oz. cream of tartar

##### Then add carefully:

1½ oz. gelatine dissolved in  
5 oz. water  
Vanilla to suit

Note: Dissolve the gelatine about 20 min. before using. Keep this glaze warm while using. Do not beat this glaze as this produces bubbles detracting from the appearance of the glaze.

##### PERSHING'S

Take a piece of sweet dough and roll it out as you would for cinnamon rolls. Brush melted shortening or an

egg wash on it. Then sprinkle a mixture of sugar and cinnamon on it and roll up like regular cinnamon rolls. Cut into rather thin slices (about ½ in.) and place on screens or cloths and allow them to proof like raised doughnuts. When ready, fry them at about 360-370° F. When fried and cool, ice them with vanilla or chocolate icing.

#### POTATO YEAST RAISED DOUGHNUTS

Make a stock of the following by mixing together:

2 lb. boiled potatoes  
3 lb. 8 oz. shortening  
2 lb. 8 oz. sugar (sucrose or dextrose)  
8 oz. whole eggs

##### Formula for 1 qt. dough:

1 qt. water  
1 oz. salt  
½ oz. milk solids (non-fat)  
22 oz. stock  
2½ oz. yeast  
3 lb. bread flour  
7 oz. cake flour  
¼ oz. mace  
Lemon flavor to suit

Set a soft dough at 84° F. Let rise for one hour. Punch and rest 15 min. before taking to bench. Fry at 360° F. Glaze with a thin water icing.

Note: In making the stock, peel and boil the potatoes and cream the eggs into the hot potatoes. Beat in the sugar and shortening and cream until light.

##### Doughnut Glaze

Mix together to a paste:  
5 lb. powdered sugar  
3 oz. corn syrup  
½ pt. hot water

Dissolve:  
1½ oz. gelatin in  
8 oz. lukewarm water

Add this to the sugar paste and mix until smooth. Flavor to suit. If desired, ¼ oz. salt may be added to the above formula. Do not beat the icing, but stir carefully to eliminate air cells.

##### FRIED PIES

Scale into a mixing bowl and rub together well between the hands, the same as for regular pie dough:

4 lb. pastry flour  
1 lb. 3 oz. shortening  
1½ oz. salt

##### Add:

1 lb. 4 oz. cold water

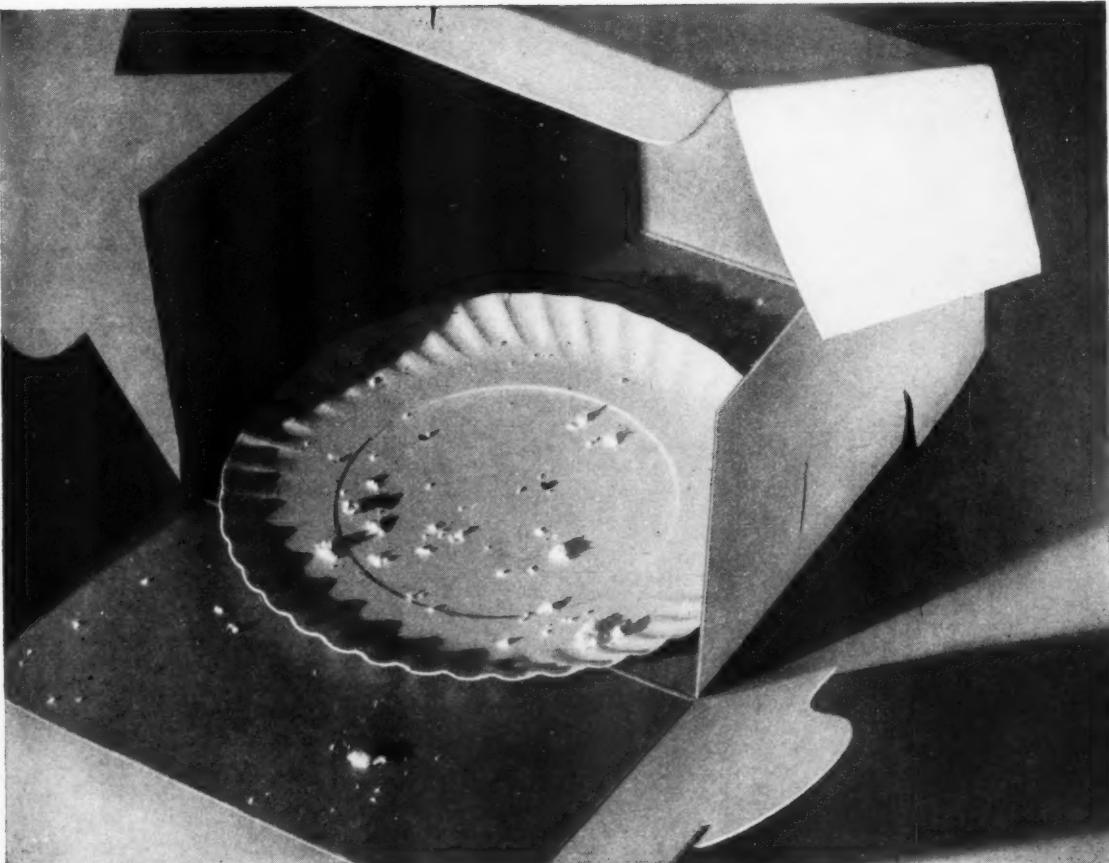
Mix the whole mass together so that a smooth dough is obtained. This dough can be used at once but will make a better crust if allowed to stand for several hours in a cool place before using. This formula produces a delicious and tender crust.

To make up the pies, roll up the dough and break off pieces of the desired size so that when rolled out they will cover a 6 in. pie tin. Place the dough on the tin and jar it down into the tin well. Then put in the prepared filling on one half of the dough. Wet the edges of the dough and fold the other half of the dough on top of the filling. Pat down the sides and trim.

These pies should then be turned over on a regular doughnut screen and another screen placed on top. Then they should be placed in hot fat (380° F.) and fried to a crusty brown color. Fried pies should not be cooked at too high a temperature. This will not allow the dough to fry through properly and they will be doughy on the inside. The filling for fried pies should not be too thin, but should be thick enough so that it will not run out. As is the case with regular pies, apple filling seems to be the most popular in fried pies, but mince, raisin and pineapple also are very good sellers.

AND PROFITS!"

*as reported by your  
Fleischmann Man  
from research by the  
technical and sales staffs  
of Standard Brands Inc.*



{ Picture of the "best" cake...  
The one that is all eaten up. The one that tastes so good price is forgotten—and the only worry is, "How long 'til the next one!" }

**CONVINCE YOURSELF.** See how combining these three Fleischmann ingredients produces the *Third Dimension* of cake quality—brings you better-tasting

cakes right in your own bakery. Ask your Fleischmann Man for proof. There's no obligation. What tastes better—sells better.

**Frozen Eggs • Baking Powder**



Member

# Questions & Answers

## A SERVICE FOR BAKERS

Conducted by

**Adrian J. Vander Voort**

Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

### Portuguese Bread

Can you tell me how to make this kind (sample enclosed) of bread? I have no steam in the oven.—M. R. W., Mass.

\*\*\*

I received the loaf of Portuguese bread which you sent me. I am quite sure that the following formula will just about duplicate it:

#### PORTUGUESE BREAD

7 lb. 8 oz. bread flour  
4 lb. 12 oz. water (variable)  
 $\frac{1}{4}$  oz. yeast  
3 oz. salt

Dough temperature 78 to 80° F. Allow the dough to rise once and then punch. Rest for 15 min. and then scale and make up into oval shape. Allow the loaves to proof and then wash the tops with water and make a few sharp cuts on top with a sharp knife.

As near as I could judge, the bread you sent me was not made from a high-grade flour as the color of the crumb was quite gray. Perhaps a clear flour or a combination of clear and patent flour was used in the formula.

### Parker House Rolls

As one of your old subscribers I am mailing to you a parker house roll that I picked up at a Masonic picnic recently. I would like to have you give me the formula, fermentation and make-up of this roll. The crumb has a light yellow cast. Is that from the egg yolks or coloring matter? I appreciate your replies to questions in this section and your formula section published for the benefit of bakers month after month. They have been a great source of help in my shop, I assure you.—P. C., Ore.

\*\*\*

I received the parker house roll which you sent and upon checking it I found that no artificial coloring was used in giving it the light yellow crumb color. Undoubtedly egg yolks are used to bring out this color. I am enclosing a formula for parker house rolls which you may wish to try out. You, of course, realize that the enriching ingredients may be increased or decreased as desired.

### PARKER HOUSE ROLL DOUGH

**Mix together:**  
1 lb. 12 oz. sugar (sucrose or dextrose)  
2 lb. shortening  
12 oz. milk solids (non-fat)  
4 oz. salt

**Add gradually:**  
1 lb. 8 oz. yolks  
**Add:**

6 lb. water

**Then add:**

12 lb. bread flour  
4 lb. soft wheat flour

**Dissolve and add:**

12 oz. yeast  
2 lb. water

Dough temperature 78 to 80°. Allow to rise (about 1 hr. 15 min.) and

punch. Give a second punch 30 min. later. Then take to the bench.

**Note:** It may be necessary to make a slight adjustment in the amount of water required due to variations in the strength of the flour used.

### Pizza Pie

I would appreciate a recipe for pizza pie.—C. H. A., N.C.

\*\*\*

I am enclosing a formula for making pizza pie.

#### PIZZA PIE

**Dough mixture:**  
7 lb. bread flour  
2 oz. yeast  
2 oz. salt  
4 lb. water

Give two punches. After the dough has fermented, scale off and cover the bottom of a bun pan. This will require about 2 to 2½ lb. dough. Then spread olive oil over the top; not too heavy. Then cover with grated Italian cheese. Then cover with tomato paste. If canned tomatoes are used, do not use the juice, and squeeze the tomatoes over the top, pressing it down into the dough with the fingers. Then sprinkle salt and pepper over the tomatoes. Repeat the olive and cheese procedure. Do not cover too heavily with cheese.

If desired, two small cans of anchovies may be spread around over the top. The anchovies should be broken into small pieces. Italian sausage, broken into small pieces, may be used instead of anchovies. Do not use the skin. To make real Italian Pizza, a small amount of Italian ground red pepper should be sprinkled on top. Bake at 380° F.

### Cookies

Please send me a good formula for chocolate chip cookies that I can roll in long rolls, cut with a scraper and flatten down in the pan, the finished cookie to be about 2½-3 in. in diameter. Also, I would appreciate having a formula for a good whole egg cake. The batter in my formula seems to be too thin, has no body and raises up over the top of the pan and then falls back. Any help would be appreciated.—H. M., Wis.

\*\*\*

I have your request for a good formula for making chocolate cookies

that can be rolled out in long rolls and cut with a scraper and then flattened down on the pans. You also ask for a good formula for making whole egg cake. Not knowing exactly what type of cake you are referring to, I am submitting a formula for a yellow layer cake. In this cake be sure to use the emulsifying type of shortening and a high grade cake flour must be used.

#### CHOCOLATE CHIP COOKIES

**Cream together:**

1 lb. 12 oz. granulated sugar  
1 lb. 4 oz. brown sugar  
1 lb. 4 oz. shortening  
8 oz. butter  
1 oz. salt  
 $\frac{1}{2}$  oz. soda  
Vanilla to suit

**Add gradually:**

1 lb. whole eggs

**Stir in:**

8 oz. milk

**Sift, add and mix in:**

3 lb. 6 oz. bread flour

**Then add:**

4 lb. chocolate chips  
1 lb. chopped nuts

Roll the dough up into pieces about 14 to 16 in. long and about as big around as a half dollar. Cut into pieces about  $\frac{1}{8}$  in. thick. Place on lightly greased pans. Then flatten the pieces. Wash with an egg wash. Bake at about 360° F.

#### YELLOW LAYER CAKES

**Mix for 7 min. at second speed:**

1 lb. 2 oz. emulsifying type shortening  
2 lb. 8 oz. cake flour (high grade)  
3 lb. 2 oz. sugar  
 $\frac{1}{2}$  oz. salt  
2½ oz. baking powder  
2 lb. whole eggs  
Vanilla to suit

**Add to the above in three parts and mix for 5 min. on low speed:**  
2 lb. 4 oz. milk

Make into layers and cups. Bake at about 360° F.

**NOTE: For pan grease, mix together:**  
2 lb. shortening  
1 lb. flour

### Yulekage

I will appreciate very much if you will send us a formula for Yulekage. (Christmas cake.)

We would like a large batch formula suitable for our plant, which is strictly wholesale.

We will appreciate your early reply, and thank you very much.—C. A. L., Wis.

\*\*\*

I have your letter requesting a formula for making Yulekage (Christmas cake). I am enclosing two recipes for you, both of them for straight dough. However, I have also given you directions for converting them to sponge doughs, should you desire.

You, of course, realize that the amount of fruit and nuts may be varied to suit the individual bakery. However, in order to obtain repeat business, a quality product should be made.

#### YULEKAGE (No. 1)

100 lb. flour (bread)  
48 lb. water (variable)  
1 lb. 8 oz. salt  
15 lb. sugar (sucrose or dextrose)  
3 lb. milk solids (non fat)  
6 oz. nutmeg  
6 oz. allspice  
6 oz. cloves  
Lemon flavor to suit  
15 lb. shortening  
12 lb. eggs  
12 lb. mixed diced peel  
48 lb. seedless raisins

Dough temperature 80° F. First punch 1 hr. 30 min.; to the bench 10 min. later.

**Note:** Have the dough on the stiff side. If desired, the sponge dough method may be used for either formula. When running this procedure, use the following:

#### For the sponge:

60 lb. flour  
36 lb. water  
4 lb. yeast

Sponge temperature 76° F. Ferment for about 2½ to 3 hr.

#### For the dough use:

40 lb. flour  
9 lb. water

The balance of the ingredients given in the formulas.

#### YULEKAGE (No. 2)

**Mix together:**  
20 lb. brown sugar  
20 lb. shortening  
1 lb. 8 oz. salt  
5 oz. cinnamon  
5 oz. nutmeg  
6 lb. milk solids (non fat)  
15 lb. eggs  
1 oz. anise oil

#### Add:

6 lb. yeast dissolved in part of the water

46 lb. water

#### Mix in:

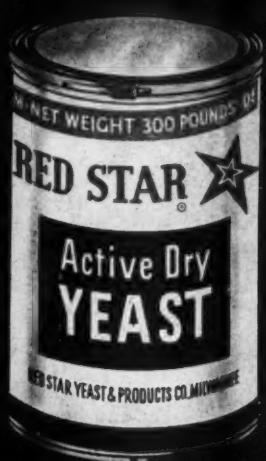
100 lb. flour (bread)

**When nearly mixed smooth, add:**  
45 lb. raisins  
20 lb. diced mixed peel

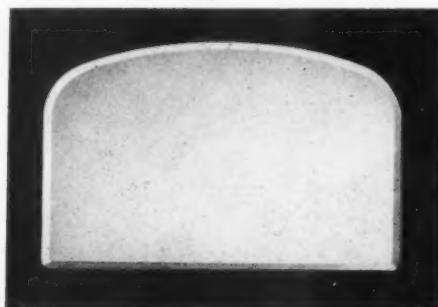
4 lb. chopped walnuts or pecans

**Note:** Mix the dough as little as possible. Dough temperature 82 to 84° F. Ferment for 2 hr. 15 min. Then take to the bench and make up.

*The new standard  
of fermentation...*



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE



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... Will Not Crack!

(Ideal for Imprinting of Advertising Message)

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**Ideal for imprinting of advertising message.** Send for new catalog featuring many new ornaments as well as Bush's revolutionary low-cost cake tiers that bakers can afford to give away.

... by Leon D. Bush WORLD'S LARGEST MANUFACTURER  
OF CAKE ORNAMENTS  
Dept. A, 4250 W. Diversey Ave., Chicago 39, Ill.

### FOUR HOME ECONOMISTS FORM AIB FIELD STAFF

CHICAGO—Announcement has been made by the American Institute of Baking that a field staff has been added to the program of the consumer service department. At the present time four home economists have been chosen to start the work in four areas of the country. They will have their headquarters as follows: Una Wood in Los Angeles; Mary E. Kuhlman in Dallas; Marguerite Robinson in Philadelphia; and Ann Russell in Atlanta.

They will participate in the general program of the department, in the fields of nutrition education, publicity and test kitchen activities. A training program of several weeks will be conducted at the institute with seminars in nutrition and other subjects of concern to them in their work. Other home economists will later be added to the field staff.

The four young women presently undertaking the field staff work have had considerable experience in the related branches of home economics. At the end of the eight week training period, these four home economists will take up work in their assigned areas.

—BREAD IS THE STAFF OF LIFE—  
NASHUA APPOINTMENTS

NASHUA, N. H.—John D. Clark has been appointed to the waxing division of the Nashua Corp., as salesman for the New England territory.

Mr. Clark replaces Carl E. Doane who has been promoted to assistant sales manager, gumming division. Charles Leake has been named salesman for waxed products in the Philadelphia area, the firm announces, and Walter P. McLaughlin has been appointed specialty printing sales representative for the northern New England territory.

—BREAD IS THE STAFF OF LIFE—

### ANNUAL CONFAB OF AIB SCHEDULED FOR OCT. 26

CHICAGO—The annual meeting of the members of the American Institute of Baking will be held at 3 p. m. Oct. 26, at the institute, 400 East Ontario St., Chicago.

Reports of projects and activities will be made by the directors of the various departments of the institute and the report will be accompanied by slide film pictorially presenting many of these activities.

A prominent speaker will also be on the program.

—BREAD IS THE STAFF OF LIFE—

### ILLINOIS BAKERS ASSN. MOVES TO NEW ADDRESS

DECATUR, ILL.—An office address change has been made by the Illinois Bakers Assn.; it has been announced by Marion B. McClelland. The new address will be: 221 W. Prairie Ave., Decatur, Ill.; telephone 3-9811.

Mr. McClelland's home address is 402 S. McClellan Ave., Decatur; telephone 8-3337.



# Quaker Bakers Flour

More Reason than Rhyme!

" Quaker Bakers Flour is specially designed  
With up-to-date bakers like *you* in mind.  
Yes, this versatile flour's your finest pick  
'Cause baking formulas *change* so quick.  
This short-patent flour is the finest of any  
And yet it won't cost you one extra penny!"

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Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas  
and Los Angeles, California



# THE TRUTH ABOUT NEBRASKA WHEAT

**N**EBRASKA has become famous for producing wheats with consistently superior baking characteristics. This fact is a source of wonderment to bakers, grainmen and millers alike.

*For a Mellow  
Nebraska Flour  
Try Queen  
Quality—Special  
or Regular*

A STRONG wheat improvement association, constant research, ready cooperation of the wheat growers and a favorable climate are some of the reasons for this good record.

*We're a  
Nebraska Mill  
Grinding  
Nebraska Wheat*

**P**RIMARILY wheat is grown to produce flour, which, in turn, is baked into bread. Nebraska realizes that, so the state has concentrated on developing only the best baking varieties of wheat and has limited its development to just a few of the best.

**T**O BE explicit, there are four main "good baking" varieties grown in the state—Nebred, Pawnee, Cheyenne, Turkey—and they comprise over 90% of the crop. While new varieties are being studied Nebraska will stand by these four which do what the baker wants.

*Wisdom Bakery  
Flour for  
Finer Loaves  
-Milled from 100%  
Nebraska Wheat*

**W**HERE is the more logical place to obtain the undiluted baking benefits of Nebraska wheat than from a Nebraska mill? Our plants are ideally situated to acquire these wheats without any added trouble or expense.

*Call Us  
for Further  
Information*

**P**RODUCTION of our two famous Nebraska bakery brands—WISDOM and QUEEN QUALITY—begins with careful wheat selection from areas noted for high quality baking wheats. We've been doing this in Nebraska for years and believe we are best equipped to select and mill these wheats. And each step of the process is controlled by laboratories maintained in each of our plants. Thus, you can always be sure of the uniformity and fine baking performance of WISDOM and QUEEN QUALITY throughout the year.

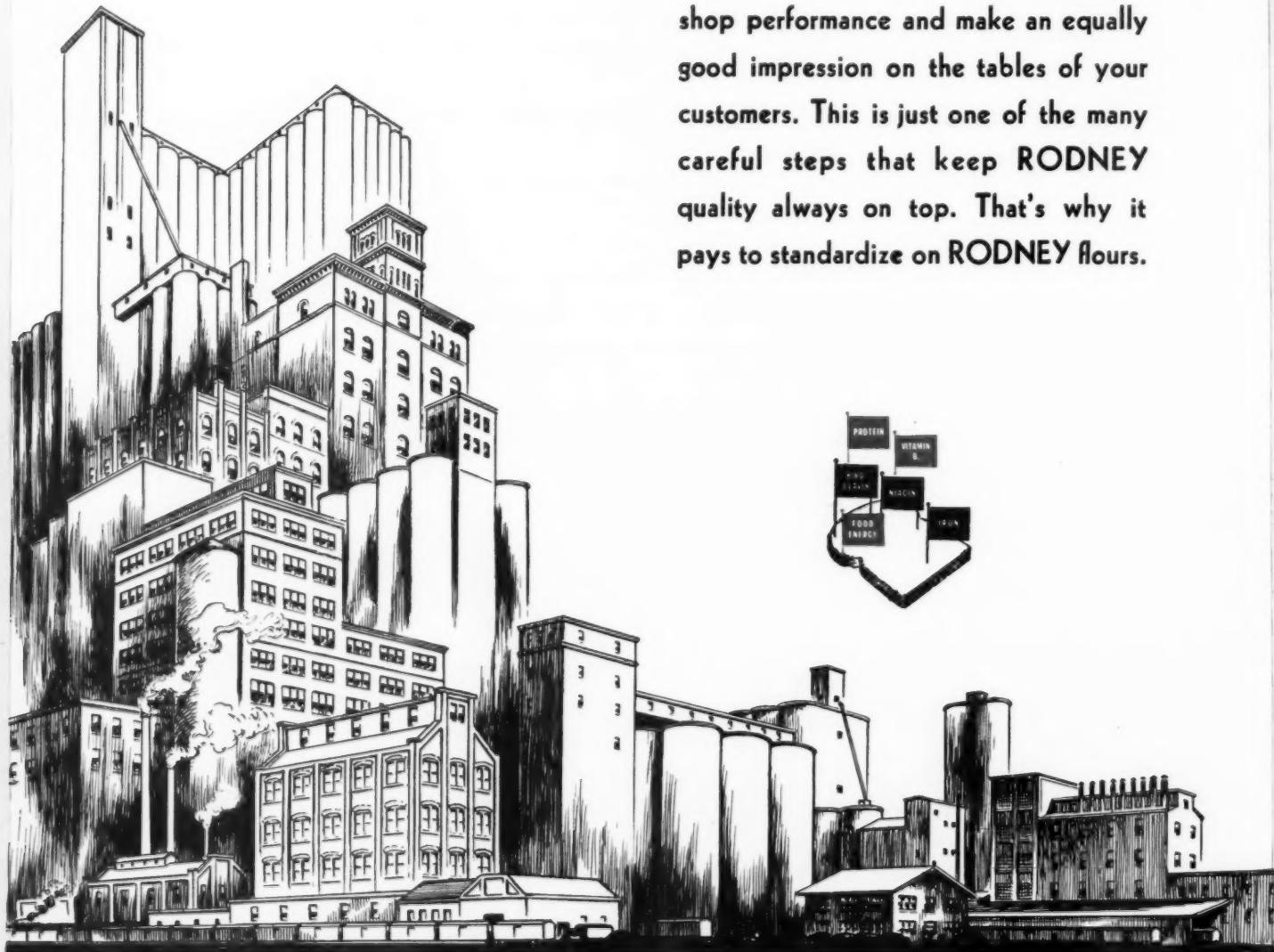
## NEBRASKA CONSOLIDATED MILLS CO.

General Offices, OMAHA, NEB.

Elevator Storage 2,000,000 Bus.

Daily Capacity 9,500 Cwts.

Flour Mills at: OMAHA • GRAND ISLAND • FREMONT, NEBRASKA  
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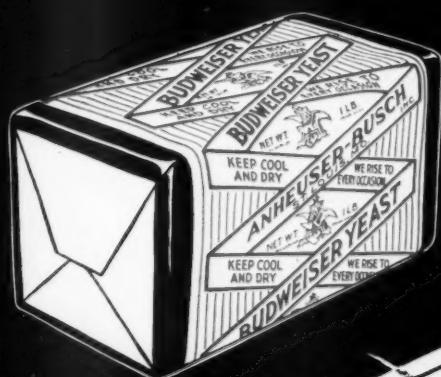


The true test of good bread is in the eating. That's why in the RODNEY laboratories thousands of loaves are baked, examined and tasted each year. Thus, we know that every sack of RODNEY flour will give you excellent shop performance and make an equally good impression on the tables of your customers. This is just one of the many careful steps that keep RODNEY quality always on top. That's why it pays to standardize on RODNEY flours.

*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**  
**KANSAS CITY, U. S. A.**

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

If your goal...is producing  
uniformly good bread...



here's an extra point  
to remember:  
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Bakers Yeast is uniform  
pound after pound  
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Be Proud of Your Job,  
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**"Bread is the  
Staff of Life"**



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**OMAR, INC., INAUGURATES  
NATIONAL DISTRIBUTION**

OMAHA—Omar, Inc., 36-year-old Midwest baker and manufacturer of other quality food products, is "going national" this month. This is Omar's first entry into the national market. Distribution will be done exclusively through food brokers, according to the announcement by W. J. Coad, Jr., president.

Omar food products now available to the trade are deluxe fruit cake, Omar cookies, plum pudding, date roll and Omar fruit roll dessert. Many additional fine quality products will be added to the line as soon as they are released for national distribution, Mr. Coad says.

C. L. Schroeder has been appointed sales manager for the firm's new specialty products division with general offices in Omaha. Mr. Schroeder was formerly vice president and general sales manager of the McLaughlin Gormley King Co., Minneapolis, Minn., sales manager Knapp Mangan Arch Co., St. Louis, and sales manager, Valier & Spies Milling Co., St. Louis.

Omar's advertising program in the central states runs about  $\frac{1}{4}$  million dollars annually. The firm makes extensive use of radio, TV, newspaper and direct consumer advertising.

Under the national distribution and expansion program, Omar will enter into contracts for local cooperative advertising in newspapers, TV and radio. Omar will also provide store demonstrators for dealers and Omar brokers will do detail work among retailers to secure distribution for jobbers.

Howard H. Gasaway, district manager for Omar at Peoria, Ill., has

been named to succeed Robert H. Hoffman as Omar's district manager at Omaha. Mr. Hoffman was transferred to Milwaukee June 1.

Mr. and Mrs. Gasaway return to Omaha after a three and a half year absence. Mr. Gasaway joined the Omar organization in September, 1947. From then until November, 1949, he was director of sales research in Omar's general offices in Omaha. He became manager of Omar's Peoria district when the Omaha company purchased a bakery plant there in 1949.

Leo M. Hollingsworth of Indianapolis has been named to succeed Walter R. Atwood as district sales manager for Omar at Milwaukee. Mr. Hollingsworth, a former branch manager in the Milwaukee district, has been assistant sales manager for Omar at Indianapolis since May, 1950.

Stanley Farley of Indianapolis has been promoted to assistant sales manager for Omar's Indianapolis district. He has been manager of Omar's West Indianapolis branch since July, 1951.

—BREAD IS THE STAFF OF LIFE—

**IOWA BAKERS ARRANGE  
ONE DAY SESSION OCT. 7**

DES MOINES—A one day educational meeting has been set for Oct. 7 at the Savery Hotel, Des Moines, by the Iowa Bakers Assn.

Main speakers will be William F. Thie, president, Associated Retail Bakers of America, and Gordon Gammon, special Korean correspondent for the Des Moines Register & Tribune.

Several demonstrations of sweet goods, cookies, fruit cakes, pies and party items appropriate for the forthcoming holidays will be presented.

**SILK FLOSS**

**Quality ABOVE ALL ELSE**

**Santa-Fe**

Many years of satisfaction stand behind these famous brands. They have won bakers' confidence by the consistent excellence of baking performance. They can help make your loaf the best in the market.

- CAPACITY  
12,000 CWTS.
- STORAGE  
4,500,000 BUS.

**Centennial FLOURING MILLS CO.**

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.  
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000 Bushels  
Country and Terminal Storage

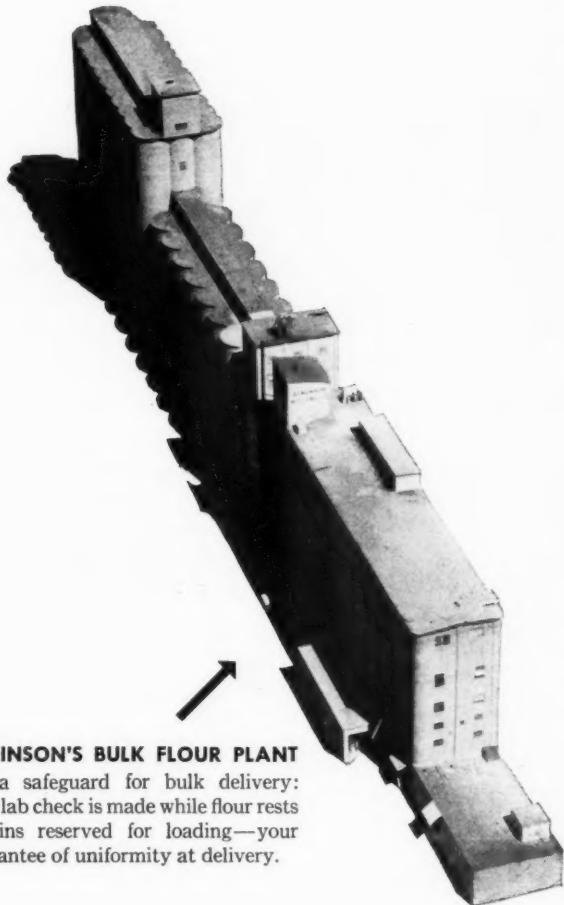
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THE WORLD'S MOST MODERN

MILLS AT SPOKANE - WENATCHEE - RITZVILLE - PORTLAND

**The  
KANSAS MILLING CO.  
WICHITA 2, KANSAS**

MILLS AT WICHITA AND CHERRYVALE, KANSAS, AND MARION, OHIO

**Now...the same uniform  
flour in  
3 types of delivery**



**ATKINSON'S BULK FLOUR PLANT**

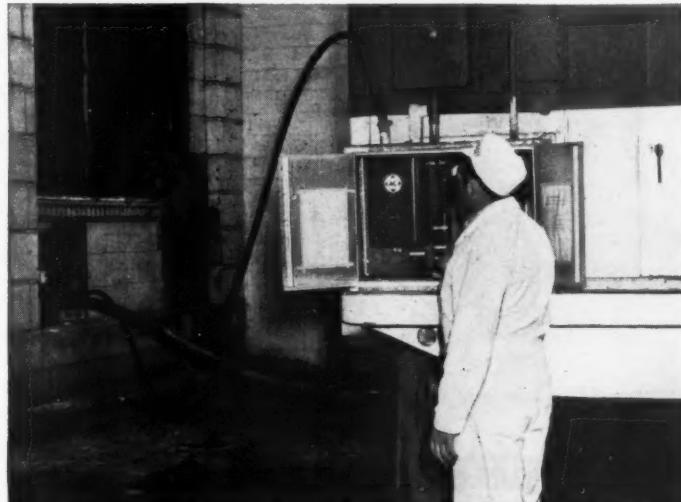
Extra safeguard for bulk delivery: final lab check is made while flour rests in bins reserved for loading—your guarantee of uniformity at delivery.

**ATKINSON  
MILLING COMPANY**  
MINNEAPOLIS, MINNESOTA

\*"IT'S BIN-AGED" REG. U. S. PAT. OFF.



**IN SACKS . . .** The big share of flour drawn from our 50,000 cwt. capacity aging bins still goes out in sacks. Every sack is uniform and IT'S BIN-AGED\*, which means it can go right into production.



**BULK BY TRUCK . . .** The amazing speed and efficiency of bulk delivery by truck (exclusive with Atkinson) is shown by the figures: 40,000 pounds of flour unloaded in 63 minutes. And it's a one-man job.



**BULK BY FREIGHT . . .** The first from Minneapolis destined for a commercial user on the east coast, this General American Trans-Flo car under lease to American Stores carried 120,000 lbs. of flour loaded by Atkinson's "fluidization" process (patent applied for).

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 40 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Sweetened condensed milk contains about 40 to 42% sugar.
2. Ladyfingers should be baked in a cool oven.
3. Simple syrup is made by bringing to a boil 4 lb. granulated sugar and 1 pt. water.
4. A bread dough made from old

flour requires longer fermentation than a dough made from new flour.

5. Rapid cooling of lard during the manufacturing process will produce a grainy lard.

6. It is not necessary to use eggs in making puff paste products.

7. Fruit pies baked in a cool oven will boil out more than when baked in a hot oven.

8. In making cake doughnuts, it is better to use a soft wheat flour than a hard wheat flour to produce a more tender doughnut.

9. When buttermilk is used in a bread dough replacing sweet milk, the

fermentation time of the dough should be increased.

10. Baking angel food cakes in dry pans instead of dampened pans will produce a lighter crust color.

11. When an icing formula calls for five leaves of gelatine, this can be replaced by using five oz. of powdered gelatine.

12. Ammonia yields about four times more carbon dioxide gas than baking powder.

13. A 20 mesh tapioca should be used for thickening fruit pie fillings.

14. "Milk" stocks are sometimes used in cakes in order to improve the keeping quality.

15. Baking soda should be creamed in with the sugar and shortening or thoroughly dissolved in the liquid and not sifted in with the flour when making cookies.

16. When making apple coffee cakes, it is not important what type of apple is used.

17. The beating quality of frozen yolks can be improved by the addition of 4 oz. of luke warm water to each quart of yolks.

18. When making hand-cut cookies, it often is a good idea to make the dough six or eight hours before cutting out the cookies.

19. An excellent glaze for fruit cakes, Danish rolls and coffee cakes can be made by bringing to a boil 1 pt. corn syrup and 2 pt. water.

20. As chocolate does not scorch easily, a simple method for melting it is to place the pan containing it in a hot oven.

—BREAD IS THE STAFF OF LIFE—

#### MANY BAKERS EXPECTED AT REFRIGERATION SHOW

CLEVELAND — Many baking industry executives have registered for the refrigeration and air conditioning exposition in Cleveland, Nov. 9-12, according to George E. Mills, show director.

More than 2,500 experts will be on hand to answer visitors' questions. Two hundred companies will conduct displays. The exposition, which is sponsored by the Refrigeration Equipment Manufacturers Assn., will crowd four halls of Cleveland's huge Public Auditorium.

Hotel reservations may be made through the Housing Bureau, Cleveland Convention Bureau, Terminal Tower, Cleveland.

—BREAD IS THE STAFF OF LIFE—

#### BAKER BOY BAKERIES' SALES OUTLETS SET UP

LOS ANGELES—Baker Boy Bakeries, Inc., Los Angeles, has announced the appointment of Irving Goodman, Springfield, Mass., as sales representative in New England for its Vienna boy confection roll. Shipments of the roll are being made by truck to Springfield through A. & N. Food Sales, distributor for the product in the midwest and the East. From Springfield the merchandise is being re-distributed to the individual distributors.

In New England, the roll will be sold by Allied Baking Co. in Springfield, Mass., Howard Allen Bakery Distributors in Mt. Vernon, N. Y., and Richmond Bakery, Adams, Mass.

In Pittsburgh, Grennan Cake division of Purity Bakeries has started distributing this cake. Grennan also distributes the roll in Detroit, Cleveland, St. Louis, and Kansas City.

Ungles Baking Co., Des Moines, Iowa, has commenced selling the roll also, as well as Meads Bakeries throughout Texas.



FLOUR FOR PERFECT BAKING



**F**LOUR at its best—that's what every baker gets from HUNTER. We are well located to select some of the choicest hard winter wheats. Our large storage facilities—sufficient for 10 months' milling needs—enable us to hold these wheats for our customers throughout the year. And these advantages are fully reflected in extra-fine baking performance.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY



## CROWDS CREATE PROBLEM AT BAKERY

**Mix-Made Sweet Goods Attract Nightly Throng to Chicago Shop**

Traffic on Chicago's South Halsted picks up each night when Adlhoch's Danish Bakery opens its retail shop. In fact, proprietor Peter Adlhoch usually is greeted by a crowd lined up to the street. Adlhoch's astounding business is based solely on top quality sweet goods, which constitute his entire output. In business 18 years at the Halsted location, Adlhoch

began baking in the basement of his home and first sold door-to-door and to a few restaurants. Today he employs 12 people and sells almost exclusively from his shop in the front of the bakery. "It's amazing the way business has boomed," says Adlhoch. "Now my customers come to me. Some change from the old days!"

### Adlhoch Bakery Credits Pillsbury Mixes for Booming Business

"We've always tried to make the best sweet goods in Chicago," says Adlhoch (at register). "Today, they're the best in our history. And I'll split the credit for that between the boys in the shop and Pillsbury's Clairmont Sweet Doh Base. We make everything with Clairmont."

"We first used Clairmont a year ago," continues Adlhoch, "and business is better than ever."

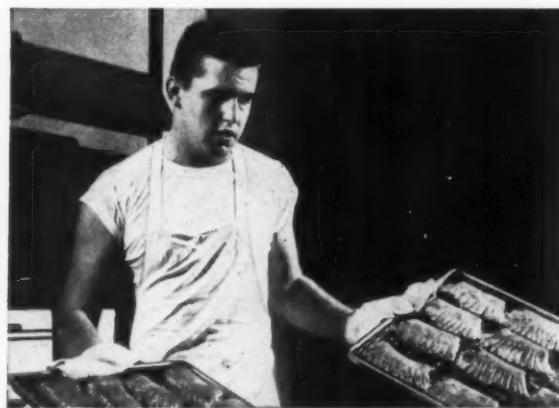


## "PILLSBURY MIXES GIVE US TIME FOR EXTRA-FANCY FINISHING"—ADLHOCH



**"EYE AND TASTE APPEAL** sell our sweet goods," says Adlhoc. "Since we started using Clairmont, we've cut our scaling and blending time to almost nothing. That gives us lots more time for finishing off a really good-looking, good-tasting product."

Here, Ted Karczewski (left) and Robert Zerbs ready a run of braided rolls. Zerbs, who learned the baking trade years ago in Europe, says, "Lots of time now for the old-fashioned kind of finishing."



**OUT OF THE OVEN** come freshly-baked fan rolls, another one of Adlhoc's Clairmont-made specialties. Oven-man Jack Reynolds (above) adds the topping next. Then, into the retail shop to be sold while still warm to the nightly crowd.



**"THE BEST!"** That's what Bill Pfrommer (above) calls Clairmont Sweet Doh Base. "Clairmont's the best I've ever used," says Pfrommer. "It saves a lot of time. We use that time for the finishing operations and it's really paid off."



## WIDE VARIETY FROM ONE SWEET DOH BASE

### Clairmont is a Time-Saver

All the sweet goods shown at left are Adlhoch products, every one of them made from Clairmont Sweet Doh Base. (Not shown, Adlhoch's famous coffee cakes, also Clairmont-made.)

Top sellers in Adlhoch's line are cinnamon-raisin rolls, almond butterflies and jelly-filled circle twists.

"I like the uniformity Clairmont gives us," says Adlhoch. "We're sure of top quality every single time. And the controlled batch cost is important, too. With a set cost per batch, there's no worry about fluctuating ingredient prices."

The exceptional skill and long experience of his bakers in finishing was another big factor in Adlhoch's decision to use Clairmont. The time saved by Clairmont allows full use of their talents.



**FREEZERS AID** production in the Adlhoch shop. Here Adlhoch removes fresh dough from one of three units. Freezers are used to retard proofing and to retain freshness in goods baked earlier.



**DONUTS ALSO MIX-MADE.** Here, Tony Morales cuts a batch of donuts made with Pillsbury's Gold-N-Doh Cake Donut Mix. Again, a mix has proved a time-saver.

## "WHAT CLAIRMONT HAS DONE FOR US IT CAN ALSO DO FOR YOU"

"I'll certainly recommend Pillsbury's Bakery Mixes to any baker who wants top quality sweet goods."

So take the advice of Peter Adlhoch, successful Chicago baker whose entire operation is founded on

Pillsbury's Bakery Mixes. Find out now—right in your own shop—how you can boost your business with mixes. See Pillsbury's Money-Back Guarantee on the next page.

**You can put more appeal in your sweet goods, too! Let us show you how!**



### ***Here's Our Invitation!***

# **PROVE TO YOURSELF - AT OUR RISK - HOW PILLSBURY MIXES WILL HELP YOU...**

**● Shorten Production Time**

Tedious scaling and blending is eliminated, scaling errors impossible.

**● Make Best Use of Bakers' Skill**

Less time on formulation, more time for finishing—where skill really counts.

**● Get Uniform Results... Never a Miss**

Strict lab control at Pillsbury's multi-million-dollar mix plant guarantees top results... every time.

**● Control Your Batch Cost**

No daily worry about fluctuating ingredient costs. Waste is eliminated.

#### **Use PILLSBURY'S**

CAKE MIXES • SWEET DOH MIXES • CAKE DONUT MIXES • CAKE BASES • YEAST-RAISED DONUT MIXES  
SWEET DOH BASES • CORN MUFFIN, BRAN MUFFIN, BISCUIT MIXES • Also SugarKote DONUT SUGAR

*You can't know what a mix can do for YOU until you try it!*

**Try PILLSBURY'S BAKERY MIXES now under this MONEY-BACK GUARANTEE!**

Clip coupon below! Your Pillsbury Salesman or Jobber will be glad to arrange for a trial order. No cost if you aren't completely satisfied. Make the trial! Do it now!

*Mail to: Pillsbury Mills, Inc.  
Bakery Division, Dept. AB 2, Minneapolis, Minnesota*

Yes! I'm interested in trying Pillsbury's Bakery Mixes on a money-back basis. Please have a Pillsbury man call on me.

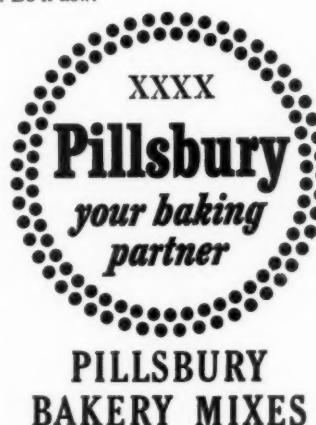
Name \_\_\_\_\_

Name of Bakery \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Jobber Name \_\_\_\_\_ City \_\_\_\_\_





**WINGOLD**  
WHEAT AND RYE  
**FLOURS**  
—  
RECOGNIZED FOR  
*Quality and Shop Performance*

**BAY STATE MILLING CO.**  
WINONA, MINNESOTA  
Millers of HARD SPRING WHEAT and RYE FLOURS

## La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend  
on LA GRANGE  
FLOURS

**LA GRANGE MILLS**  
RED WING, MINNESOTA

## Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.  
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

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## Wheat Surplus and the Baker

By E. E. Kelley, Jr.

President, American Bakers Assn.

There are several things I want to touch on today to you bakers. I think all of you know that while I'm still running a bakery down in Florida, the biggest job I have right at the moment is filling the office of president of the American Bakers Assn.

I moved into that job last October, not quite 10 months ago. In that 10 months I've been in Portland, Ore., and Portland, Me.; in Los Angeles and Miami and I've been in places in between like Salt Lake City and Denver and New Orleans and New York and Washington and I could go on at considerable length.

The reasons for my spending so much time traveling are not particularly involved or complicated. Simply enough, I'm trying to meet with as many bakers as possible in all parts of the country and I'm telling them about the American Bakers Assn., the American Institute of Baking and the Bakers of America Program. I expect to talk about the same things today.

But before I get into my discussion, there are a few other things I've bumped into in talking with bakers here and there. These bakers are doing about the same as you, so if you know how your business is, you can be pretty sure that's how their business is, as a sort of an average proposition.

### Wheat Surplus

But there are things going on around the countryside which are of decided concern to you and me as bakers. I was in Kansas City about a

month ago, at the Wheat Improvement Assn. meeting. The wheat farmers are considerably concerned, as is the Department of Agriculture, over the general wheat picture. While the crop this year is by no means a bumper affair, the carryover from last year is the second largest on record.

This merely adds up to the fact that there is going to be a lot of wheat around. The storage problems were serious and quantities of wheat had to be dumped on the ground, which may or may not prove to be a

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A Flour Without Equal  
Anywhere

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## DAVID HARUM BAKERS FLOUR

From Nebraska's  
Choice Winter Wheat

LEXINGTON MILL & ELEV. CO.  
LEXINGTON, NEBRASKA

## RUNCIMAN MILLING CO.

Subsidiary to JONATHAN HALE & SONS, Inc.  
MANUFACTURERS OF FINEST  
MICHIGAN SOFT WHEAT FLOURS  
Plain and Self-Rising  
IONIA, MICH. PHONE 65  
Since 1856

For Quality, Economy and Reliability, Use

## BROWN'S HUNGARIAN

America's Premier Cake Flour  
BROWN'S HUNGARIAN CORPORATION  
25 Broad Street  
New York City

## Gallatin Valley Milling Co.

MONTANA  
Flours and Grain  
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## E. P. MITCHELL COMPANY

Flour—Corn Goods  
GRAND 1554  
Dwight Building • Kansas City, Mo.

## Michigan Soft Wheat Flours

Plain or Self Rising  
VOIGT MILLING CO.  
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Quality Millers Since 1879

## BUFFALO FLOUR

THE WILLIS NORTON  
COMPANY  
WICHITA, KANSAS



# STANEGG

Egg Yolks in Powdered Form

Diamond Brand

**STANDARD MILLING COMPANY**

GENERAL OFFICES • 1001 CENTRAL AVENUE • KANSAS CITY, MO.

**EDITOR'S NOTE:** Reprinted here is a talk delivered by E. E. Kelley, Jr., president of the American Bakers Assn. at a meeting of the West Virginia Bakers Assn. recently. Mr. Kelley is president and a director of Butter Krust Bakeries, Inc., Lakeland, Fla.

problem from the standpoint of baker-quality wheat.

But the problem to us as an industry and as individual bakers is in doing a better job of helping the farmer by selling more of our own products. Every baker has—he always has—an obligation to sell more of his product to benefit himself and his employees.

Our problem is extended this year. We need to help move a greater wheat crop and ours is actually the only industry which can do a really serious job of moving this farm crop. You've seen figures which show that bakers now take 70% of all the flour sold and it wouldn't surprise me if newer and more accurate figures revealed that that is a very conservative estimate.

#### Increase in Consumption Needed

We have a campaign now underway to build consumption of bakery foods, particularly enriched white bread. I'll talk more in detail on the subject later, but at this point I want to emphasize that in seeking to increase our output of bread we are doing several things, other than helping ourselves.

If we can in the future increase the per capita consumption of white bread by merely one slice per day, we will move an additional 8 million lb. of bread daily.

Eight million pounds of bread require more than 100,000 bu. of wheat and an additional 100,000 bu. per day over a period of weeks and months adds up to a very sizable amount of wheat. And we would build our demand for other farm products and so become even bigger customers of American farmers than we now are.

Moreover, the doctors and nutrition experts of our country who have been following health in America for the past 12 years—since enrichment started—tell us that enrichment has done a most excellent job of building a stronger America. We can, therefore, help still further the health of our people if we can induce them to add one more slice of bread per day to their diets.

It is by no means an impossible job. True, it is a big job, but if every one of you bakers here today will pitch in and help, in your own areas you can get the job done. I will do all I can to enlist the co-operation of the bakers in other states.

There are ways by which each of us and all of us can help build consumption of our products, expanding our own markets and increasing our demand for wheat in the form of flour.

There are many strong, constructive things which we can do which will be of lasting benefit to our industry as a whole. Many of these things are embodied in our program and I'll talk about them later.

Certainly the only way we can expand our operations on a permanent basis is the constructive way. There is no lasting benefit to any individual baker nor to the industry in any negative approach.

It is a question of the tone of advertising which is causing a certain amount of concern in not a few places at this time in our industry. You know it has been said that bakers have more friends outside the industry than within. Some of the biggest

names in medicine and nutrition today are solidly behind us and our enriched white bread.

It is unfortunate, therefore, that isolated cases crop up occasionally where a baker by making rather strong claims for one type of bread derides by inference other breads—other breads which that same baker makes, probably.

To my mind, the minute a baker declares that one type of bread is the only type suitable for inclusion in a reducing diet, he feels the idea of that bread is fattening. In so doing, he is taking a crack at a big part of our industry promotion.

One of our biggest jobs is to get rid of the wholly false idea that bread is fattening. We are devoting a good part of our budget and a great deal of the time and effort to our personnel in this direction. Naturally we do not look with favor on an advertisement which creates an impression in direct opposition to our effort.

I hope every baker here will take this message to heart, that you will all build your advertising and promotional work on a highly constructive plane. You have so much to say which is constructive. You have high quality products, products which are providing vital dietary needs to all your

customers. Why not build your product—and the industry—on a high plane of selling quality, selling nutrition, the basic ideas behind our national campaign? It will pay dividends in the long run.

Now I want to turn to a discussion of our association, its work, its various divisions, to bring you up to date on all our activities and our plans for the future. There isn't a man or woman in this room or in the entire baking industry who will not be affected by our plans. They are far-reaching, down to earth, geared to the needs of each baker in his own trading area.

## Leading Bakers Depend Upon NATIONAL YEAST for

# Uniformity

The Heart



of Baking!



Member

Did You Know?

You can order all these essential bakery products from

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NATIONAL BAKERS COMPRESSED YEAST  
NATIONAL ACTIVE DRY YEAST  
NATIONAL BAKING POWDER  
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NATIONAL BAKERS MARGARINE  
NATIONAL BAKERS MALT SYRUP  
NATIONAL BAKERS DRY MALT  
NATIONAL ENRICHMENT TABLETS

NATIONAL YEAST FOOD  
NATIONAL GETZ FRESH  
NATIONAL 7-in-1  
ARMOUR CLOVERBLOOM FROZEN WHOLE EGGS  
ARMOUR CLOVERBLOOM FROZEN EGG WHITES  
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**ANSWERS  
TO "DO YOU KNOW?"**

Questions on Page 32

1. **True.** It is usually composed of about 31% water, 28% milk solids and 41% sugar.

2. **False.** They should be baked in a comparatively hot oven, about 425° F., on double pans.

3. **False.** Simple syrup is made by

bringing to a boil 2 lb. sugar and 1 lb. water.

4. **True.** Less fermentation should be given doughs made from new flour. New flour, not properly aged, has a tendency to slacken the dough.

5. **False.** Rapid cooling will produce a smooth lard. Slow cooling will produce a grainy lard.

6. **True.** Many formulas available do not call for eggs, the resulting products being excellent.

7. **True.** A hot oven will bake the crust thoroughly before the fruit filling reaches the boiling point.

8. **True.** A hard wheat flour will produce a tougher doughnut, due to the greater amount of protein in this type of flour and also the quality.

9. **False.** Due to the higher acid content in the buttermilk, the fermentation time should be decreased.

10. **False.** The thin film of moisture in the pans slows down the carmelization of the crust, resulting in a lighter colored and softer crust.

11. **False.** A leaf of gelatine weighs approximately  $\frac{1}{4}$  oz. Therefore, about 1  $\frac{1}{4}$  oz. powdered gelatine should be used.

12. **True.** Ammonia produces about 55% carbon dioxide gas. The U. S. government specifies that baking powder must not yield less than 12% carbon dioxide gas. Most commercial baking powders produce about 14% carbon dioxide gas ( $CO_2$ ).

13. **False.** When tapioca is used instead of starch for thickening fruit pie fillings, 40 mesh tapioca should be used. The 20 mesh is too coarse, resulting in pearls or beads in the filling which detracts from its appearance.

14. **True.** "Milk" stocks are a gel-like mixture containing various amounts of sugar, milk, water and starch. This mixture is cooked. Sometimes these stocks contain invert syrup, honey, corn syrup or glycerine.

These stocks are used for their moisture retaining quality.

15. **True.** As soda dissolves rather slowly, best results are obtained by using either the creaming or dissolving procedure.

16. **False.** Best results are obtained by using cooking apples. Eating apples are too soft and are apt to become mushy, spoiling the appearance of the coffee cakes.

17. **True.** In freezing yolks some change takes place which seems to make them stiffer or more gummy. The water thins them down, causing the yolks to beat up better.

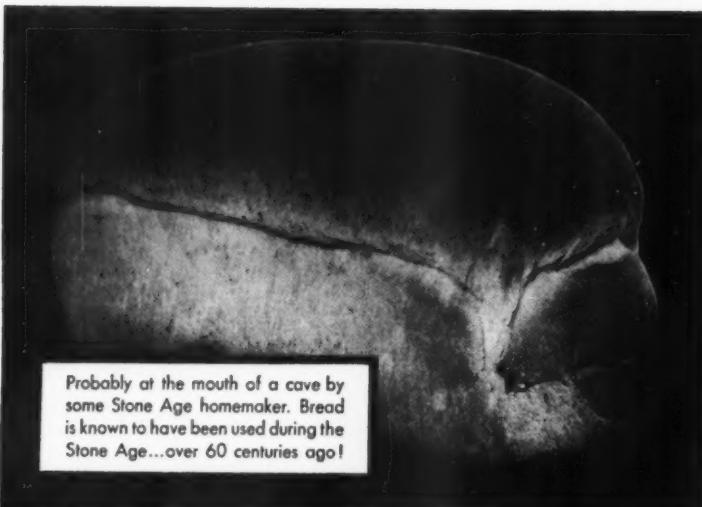
18. **True.** By allowing the dough to rest it has been found that the flour absorbs more moisture, resulting in a dough which is a little stiffer and much easier to handle. It does not stick to the rolling pin or bench as readily.

19. **False.** The formula used calls for 2 pt. corn syrup and 1 pt. water brought to a good boil.

20. **False.** Chocolate scorches easily due to its large amounts of carbohydrates, protein and fat, and very low moisture content. The low melting point of the cocoa butter is also a factor. It should be melted in a double boiler in order to obtain the best results.

# WHERE IN THE WORLD...

was the first loaf of bread made?



Probably at the mouth of a cave by some Stone Age homemaker. Bread is known to have been used during the Stone Age...over 60 centuries ago!



AND WHERE IN THE WORLD...  
...could you find a better location  
for a flour mill?

FOR SELECT-ABILITY—Choice of wheat from *all three* major wheat producing areas. The Beardstown Mills can select from districts producing best wheat.

FOR DEPENDABILITY—At The Beardstown Mills, quality control is the watchword throughout every step of the milling operation.

FOR DELIVER-ABILITY—Fewer gateways, fewer terminals plus excellent transportation facilities mean faster shipments from the Beardstown Mills to you!



# Uniformity

the priceless quality in flour

yours always with . . .

## Acme-Evans Flours

- ANGELITE—cake flour
- COOKIE KING—cookie and doughnut flour
- CRACKER KING—cracker sponge flour
- GRAHAM KING—100% soft wheat graham
- PASTRY KING—low viscosity flour

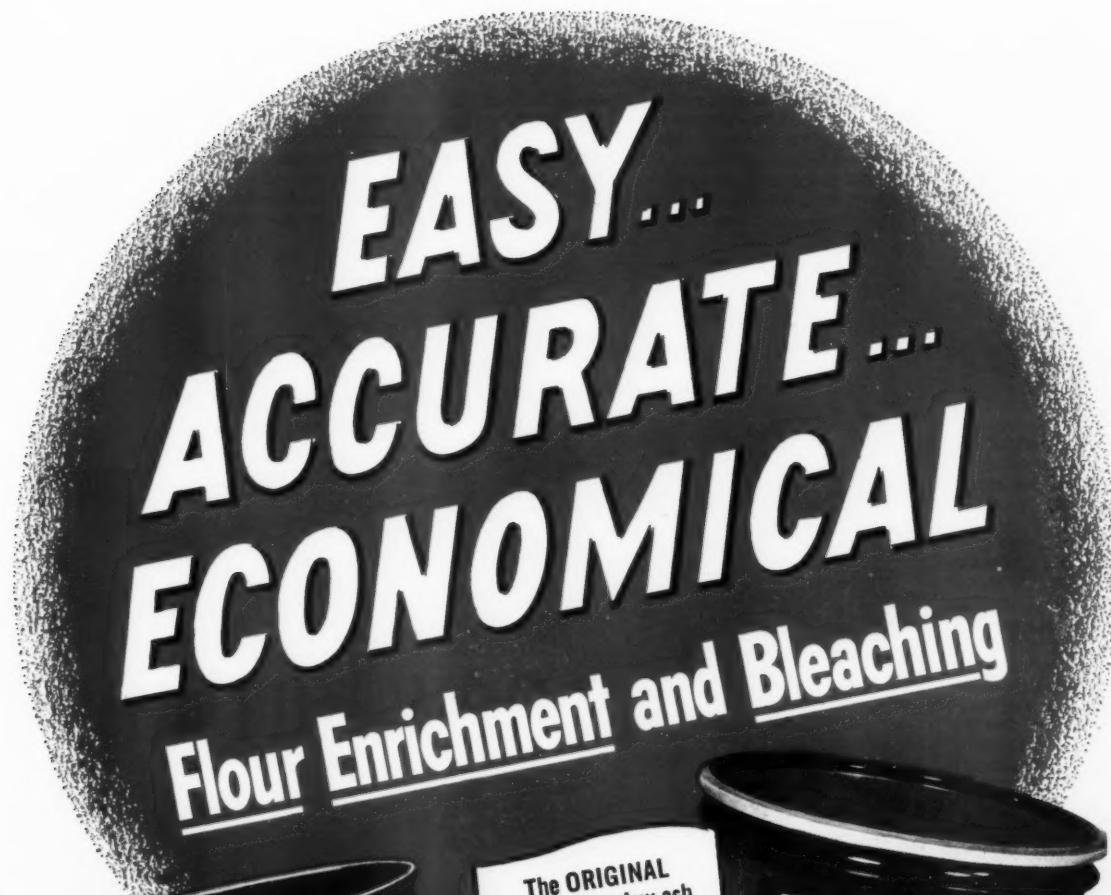
Progressive Milling Since 1821  
ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

All Grades

## RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

GLOBE MILLING COMPANY  
WATERTOWN, WISCONSIN



• Sterwin offers a Complete, Modern Maturing, Bleaching and Enrichment Service for the Milling Industry.

*Sterwin Chemicals, Inc.*

Subsidiary of Sterling Drug Inc.  
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SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

Always delivery from our stock depots:  
Bronx (N. Y.), Buffalo, Evanston (Ill.),  
St. Louis, Kansas City (Mo.), Denver, Cincinnati,  
Minneapolis, Los Angeles, San Francisco,  
Portland (Ore.), Dallas and Atlanta.

## Ton-Mile Tax Can Hurt Bakers Who Operate Trucks

**NEW YORK**—This year more than half of the state legislatures have introduced bills which propose a "ton-mile" tax in one form or another. T. A. Drescher, past president of the National Council of Private Motor Truck Owners, Inc., recently spoke out against this tax in New York state, and reminded private motor truck operators that the same situation might face them in their state.

Mr. Drescher holds that the addition of the ton-mile type of tax will accelerate the steadily increasing spiral of distribution costs and result only in increased consumer goods cost. The essential text of Mr. Drescher's article is reproduced here:

To the average citizen most of our modern conveniences are accepted, although not understood or fully appreciated. Perhaps this is as it should be, for we are all too busy in this age of specialization to pause too long in our appointed tasks to study the fast moving panorama of progress toward better living to pay tribute to any particular invention, improvement or push-button gadget.

But some things are basic—so important to our daily lives, that when they are interfered with in any way, they pull us up short, we feel the impact and we do a little hard thinking (such as a severe storm cutting off the power to our electrically equipped homes for hours or days).

Equally as elemental as electricity, which lights and heats our homes, is the modern motor truck, which drops the morning bottle of milk, keeps our stores filled with food, clothing and all the other necessities and luxuries of life, guards our lives and properties with fire and rescue equipment, yes, and when that electric breakdown occurs, quickly restores the service with specially equipped trucks. Should disaster of any kind strike a community the motor truck is the heroic giant which swiftly and surely keeps the lifeline of supply open, repairs the damages to essential services, and speeds reconstruction of the stricken community back to a normal way of life.

How many of these servants does our economy require today, and how big is the industry which employs them? Since 1940 the number of trucks has grown from 4,500,000 to over 9 million today, doubling in 13 years and now representing 17% of all the motor vehicles in the U. S.

The motor truck industry's phenomenal growth has made it the second largest industry in the nation, second only to agriculture. It is not, as many would have you believe, an infant industry struggling to find its competitive niche in the transportation field, it is industry itself on wheels—a \$30 billion annual business!

Agriculture, our mighty colossus, owns or employs 3 million trucks, or one out of three, and one seventh of the passenger cars, a total of 7,700,000 vehicles. Farms, before the advent of trucks, produced few crops for outside markets if they were not near railroads. Farm output has doubled and farm property values have risen from 20 billions to 90 billions in the last 50 years. Eighty-nine percent of farm products now reach their market by highway; some could not even be harvested without highway transportation. Sixty-five per-

cent of the nation's livestock goes to market by truck, and 85% of the nation's urban population receives their fluid milk from the country by truck. In 1934 only one out of 10 farms had electricity, now four out of five have it. Highway transportation, by providing both service and rights of way, is credited with a major role in this expansion.

All this could not have come to pass without the truck and the motor truck industry. In other words, it can reasonably be adduced that agriculture, the largest industry, was literally carried to that eminence by the horse-power and on the back of the motor truck.

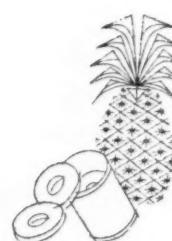
The railroads are proud to boast, and I believe rather justly so, that they are the backbone of our nation's unmatched transportation system. Their ribbons of steel, it is true, laced together our early pattern of an expanding economy, helped build our largest cities, and by providing fast mass transportation of people and commerce, North, South, East and West made possible our quick development into a strong industrial as well as an agricultural nation.

But who can deny that today, while they are still indispensable to our economy, they no longer can handle all our daily needs for goods, services and travel of our spread-out

population in every state of the union.

Over 25,000 communities have sprung up in the last three decades off the rails, completely dependent on motor vehicle transportation. Our teeming population in the large cities has literally exploded into suburban developments. Our 12 largest cities all have had greater suburban population increases than the cities themselves since 1940. A total of all these cities show a city comparison of 108.6% increase whereas the suburban areas registered 134.8% for the same period.

The railroads have also lost the crown as the prime mover of the nation's freight. Trucks, by the latest



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figures, now handle 8,300 million tons of freight per year, three times as many as are hauled by our railroads, pipelines, waterways and airlines put together.

While all this has taken place it is quite evident to all of us that America's streets and highways have not kept pace with our growth as a nation on wheels. They are completely inadequate to handle our 53 million motor vehicles, not to mention the 80 million the experts predict will ride the roads by 1975.

Two-thirds of our main highways are actually below safe driving standards due to worn-out pavements, narrow rights of way, hazardous curves,

dangerous bridges and congested intersections. Sixty percent of the traffic is concentrated on 7% of the mileage.

As to country roads, thousands of unimproved roads handicap the farm economy.

As to city streets, traffic has been slowed down to a nerve-wracking and expensive crawl. Parking space is at a premium, yet half of all traffic is on city streets.

All of this has resulted in:

Accidents that have cost a million lives and 30 million injuries.

Insurance costs equal the entire sum paid by the motorists of the na-

tion for road and street construction and repair.

Higher operating costs and greater wear and tear on vehicles.

Billions of dollars lost to American business through traffic delays.

Add to all this the inconveniences, discomforts, and frustrations these conditions cause the motoring public.

This tragic state of affairs has deteriorated for other reasons besides the unforeseen growth of automotive transportation.

Between 1920 and 1940 a million miles of roads were surfaced of the narrow winding type of the pre-motorcar era. Though they have been straightened and widened here and

#### ENGLISH BAKER TIRES OF PAPER WORK

LONDON — A baker in Windsor, England, recently placed an advertisement in newspapers saying that he would discontinue baking subsidized national bread, the London News Chronicle reported. He said the cost of filling out forms for the Ministry of Food cut his profits and that it was absurd to continue making bread "just for the fun of filling in forms."

there, to a great extent they are still as they were built, certainly not for an automotive age.

The very worst roads in the 20's were the rural roads. So major efforts in road construction were concentrated outside city areas, and as a result many city streets were neglected.

During the four years of the last war roads were deemed expendable and wartime shortages of labor and materials halted nearly all construction and maintenance.

While this has been happening the value of the highway dollar had been cut in half. Although the number of dollars spent for highways has increased, we are actually spending 20% less than before the war.

Wherein lies the answer to this traffic muddle with its ever increasing burden throttling our progress to an ever expanding economy. The competitors of the trucking industry blame the trucks for ruining the highways, endangering lives, blocking traffic, etc., and claim that the trucks are "getting a free ride on the nation's highways."

Many citizens and groups, vexed by the problem and its effect on their particular interests, sound the same note, and support the efforts to limit the size of trucks and permitted weights and the movement to build roads of minimum carrying standards, and further saddle the trucking industry with additional taxes in the various states.

What is the truth in this important controversy which is raging from coast to coast in all state legislatures and in the federal Congress? First, let me dispose of what is perhaps the silliest argument—that of limiting the size and weight of vehicles. If this course were adopted in our state of New York, reducing axle loads from 22,400 lb. per axle to 18,000 lb. its ultimate effect would be longer vehicles with extra axles, or, what is worse, more vehicles to haul the same tonnage. The net result adding further to traffic congestion and confusion on the streets and highways.

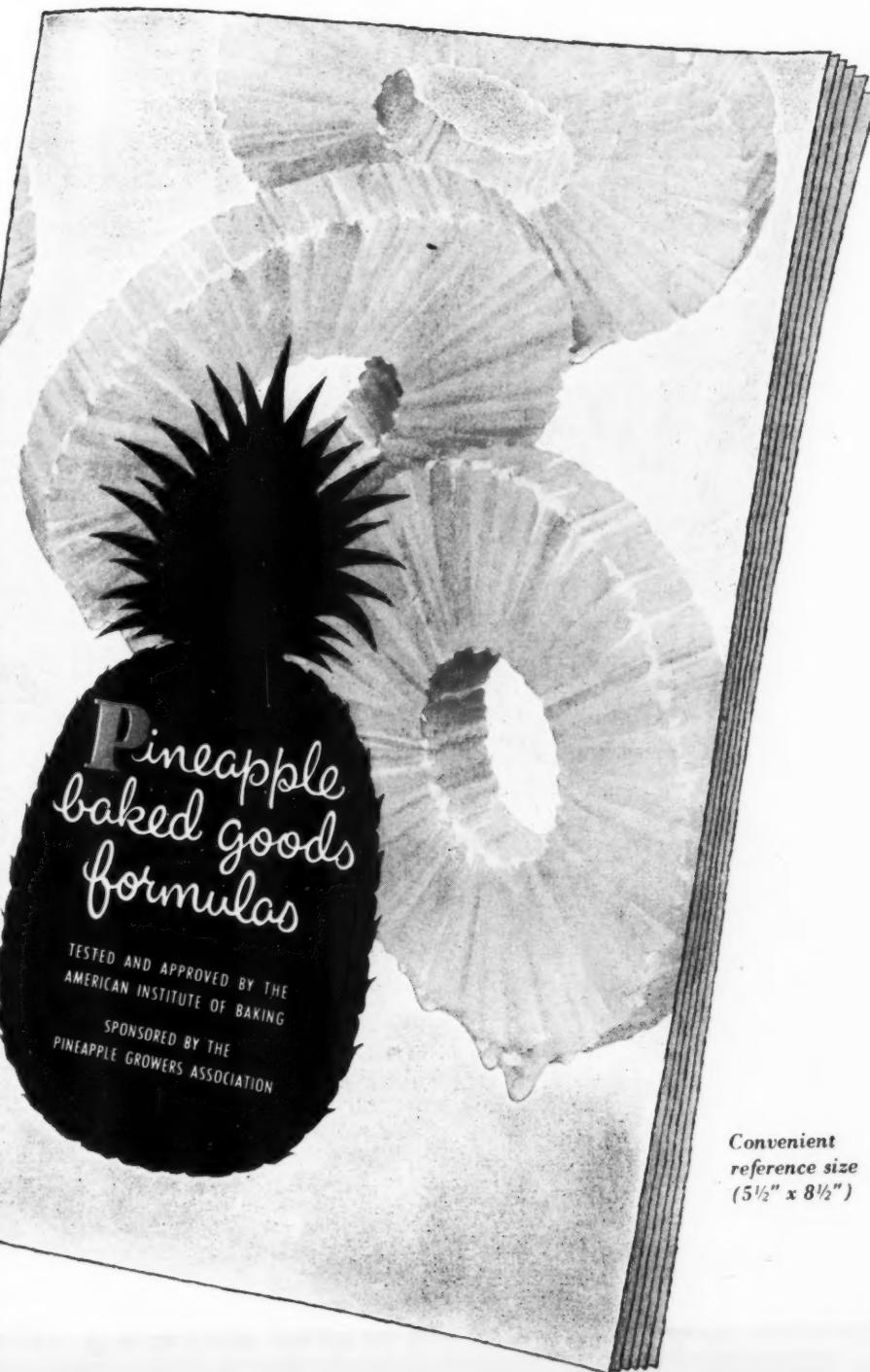
The corollary argument of building our new highways down to a minimum standard falls flat of its own weight. If there were no motor trucks at all a complete system of highways would still be necessary to accommodate our 43 million automobiles and provide an adequate network connecting every community. This would require a standard width highway of sufficient thickness to withstand wear and weather. It has yet to be proven that our present legal loads have inordinately broken up our roads. Most road damage is due to poor foundation or sub-base, unsatisfactory aggregates used in construction, improper drainage or to the inherent vices of the weather in the area.

In addition to both these arguments of restriction or "building down" being specious, they are not the American answer to the problem that faces us. We have not become the greatest nation in the world by

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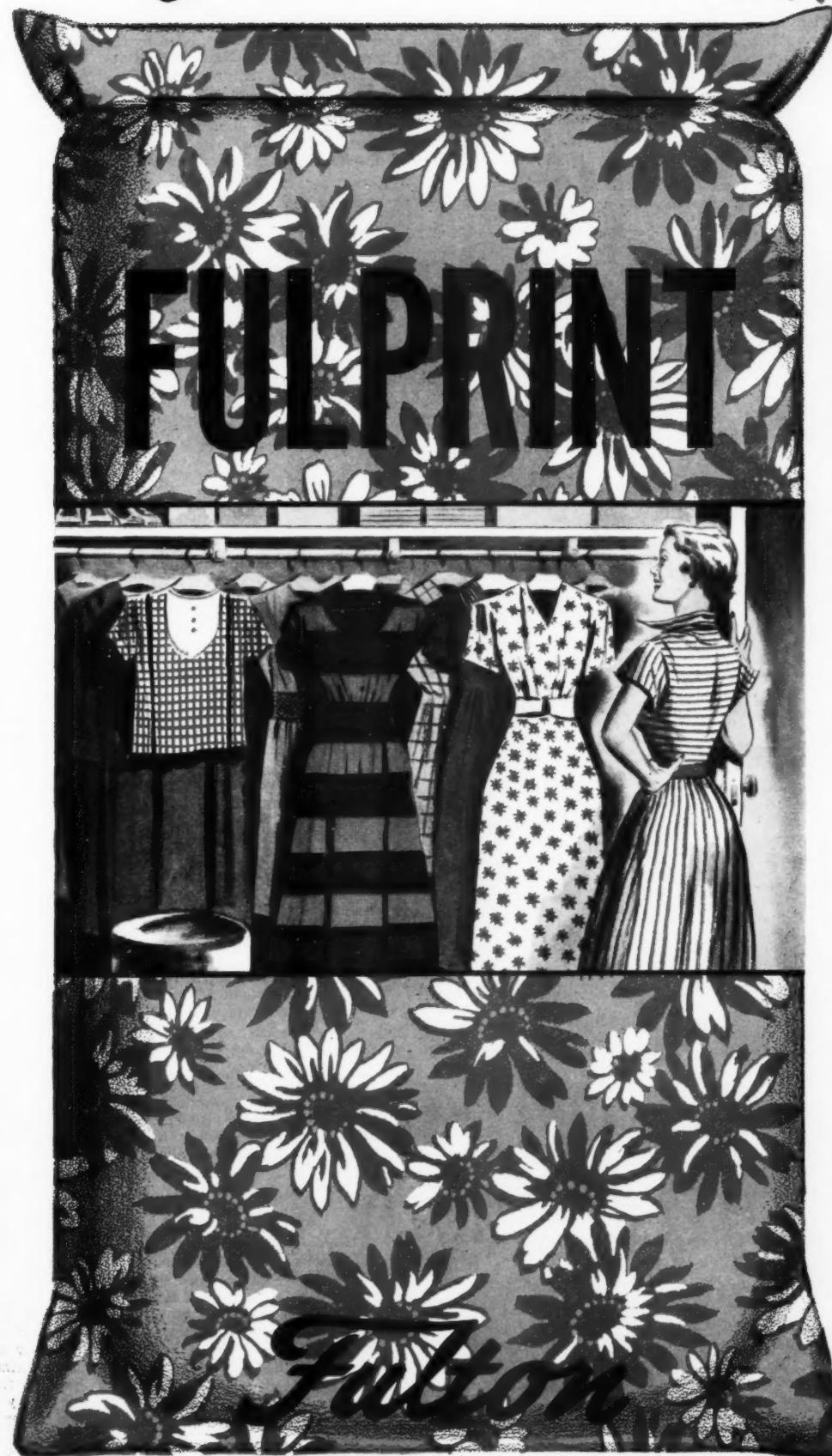
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pursuing any policy of defeatism; our policy has been to meet the problems head on, brushing aside all road blocks and raising our sights constantly to bigger and broader horizons.

Now as to the tax problem. This is admittedly the most controversial of the issues, and the one that is subject to the greatest distortion and misrepresentation. It is the Gordian knot that must be cut, if the public interest is to be served.

In New York state, while trucks are only 12% of the vehicles operated, they pay 20.6% of all gas taxes, and 28.8% of all registration fees.

These two taxes, gasoline and vehicle registration, rate as the third and fourth largest sources of state revenue. Special highway taxes, tolls for bridges, tunnels, special roads are also paid by trucks. In total, trucks pay 23.4% of all highway taxes collected and each year exceed the total tax bill of the railroads.

Real estate taxes are also paid by the trucking industry on depots, garages, terminals, etc. While no survey has been made in New York, Massachusetts studied the situation there four years ago and came up with this finding: Twenty percent of all real estate taxes collected were

levied on the land, buildings, etc., used exclusively for automotive purposes.

Over and above highway and real estate taxes, the trucking industry pays its full share of business taxes on the same basis as all other enterprises.

It may surprise you to know that New York state each year diverts a considerable portion of highway revenues to other uses. In its current budget \$78 million, or approximately 40% of all highway revenue collected, is diverted to the general fund. In the past 18 years more than a billion dollars have been diverted.

Last year, because of a lack of organized support of the trucking industry, a particularly vicious form of tax—a so-called weight distance tax—was enacted by the Legislature and signed into law by the governor. Now each truck exceeding 18,000 lb. is taxed on the basis of its maximum gross weight at a rate to be multiplied by its mileage operated in New York state. While it originally exempted metropolitan areas, this year an amendment made all such areas subject to the tax July 1.

Besides its punitive nature and the additional millions it will saddle on all highway users, it will prove beyond doubt the most costly form of tax to collect and administer. It now looks as if between 25 and 30% will be absorbed before one dollar reaches the state tax coffers.

Most every industry using motor trucks as well as the motor carriers themselves have discovered to their chagrin the extremely high cost of the voluminous record keeping required to comply with this law or suffer the stern penalties that can, if enforced to the letter, actually force truck operators out of business.

Neighboring states are being urged by certain interests to enact the identical law, which if accomplished would break down the free reciprocity of interstate commerce which has taken years to build up.

Now what is being done, and what further can be done to remedy this tax inequity, which after all ultimately finds its level as all taxes with increased intensity on the public citizen in the price of goods and services?

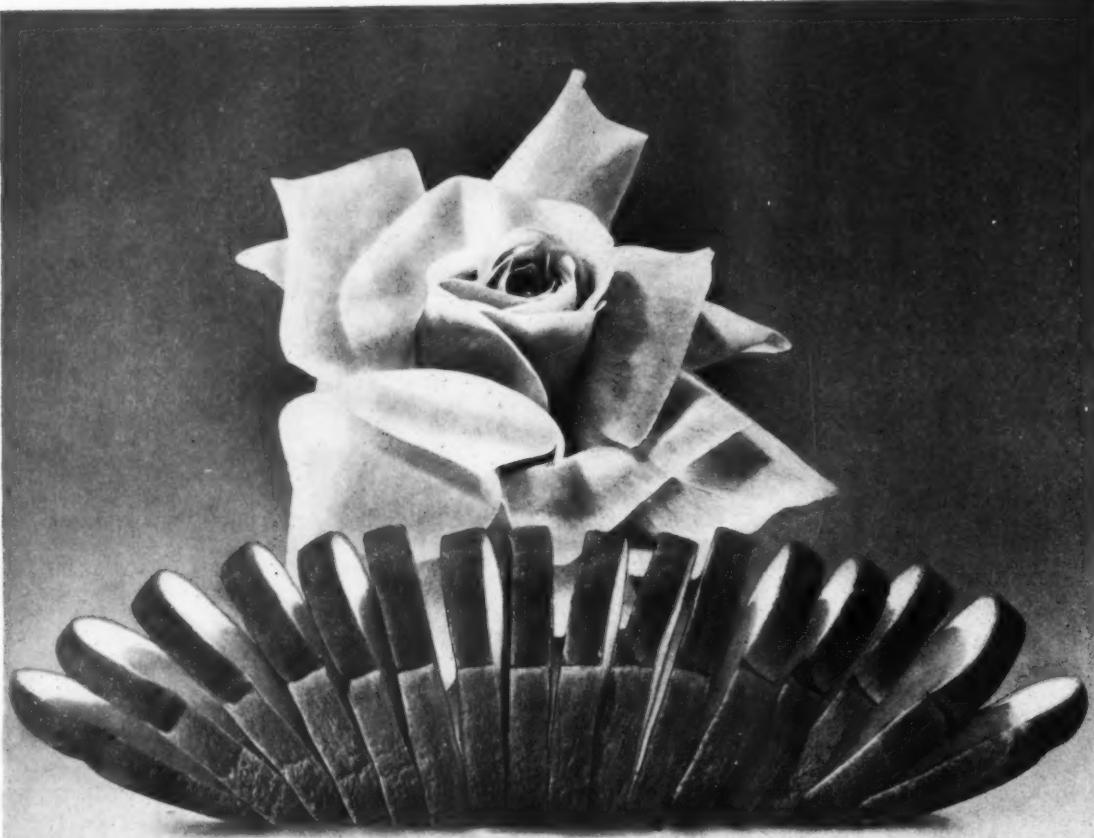
The numerous local trucking associations are now alert to the toughness of the problem. They have now banded together for mutual assistance. Local autonomy is provided in the member groups, but one overall legislative committee of the new association representing all parts of the state, will develop one voice for the trucking industry at the legislative sessions.

This should provide the effective leadership by those directly concerned with transportation that has been sorely wanting, and further it should inspire others not in these associations to join forces in promoting a sound highway policy that is fair and equitable and that will give us a full dollar return for each dollar invested in our roadbed.

With a much broader representation of highway users of all types from all areas, a forum will be provided that can assay the traffic muddle and come up with some feasible and practical answers to our immediate problem, and set the sights on an efficient long range program for the years ahead.

Private commercial business itself, which owns and operates more trucks than the for-hire carriers and is the purchaser of all for-hire transportation, should be in the forefront of this highway movement, and give of its great strength in opposing any further unjust legislation or taxation on the motor truck. It should help to plan for the roads of tomorrow, build for the utmost in safety and efficiency and allowing for continual expansion, paid for by revenues from all beneficiaries of the highway on a fair allocation of the tax burden on each.

The trucking industry as I have formerly stated is the second largest industry in the state. When its full potential is realized and effectively organized, it will become quite apparent that its interest is not a selfish one, but that it is the public interest.



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We've printed attractive bread rack hangers and color reprints of the ad above to help you sell more Raisin Bread. Send a post card for yours to: CALIFORNIA RAISIN ADVISORY BOARD, P.O. Box 1963, Fresno, California.

Eating brightens when there's BREAD—  
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**Breakfast with Raisin Bread Toast**  
Crisp, fragrant toast... with plump, sweet raisins spicing every warm, buttery bite of mornin'! What a wonderful way to wake up sleepheads—and appetites! Note, too, how much longer bread keeps its tender freshness when it's rich with raisins.

**Lunch with Raisin Bread Sandwiches**  
Here's good eating and good health. Fresh raisins—rich in super-nutritive fruit flavoring—are, rich, too, in natural fruit sugar for quick energy, and rich in iron and other health essentials.

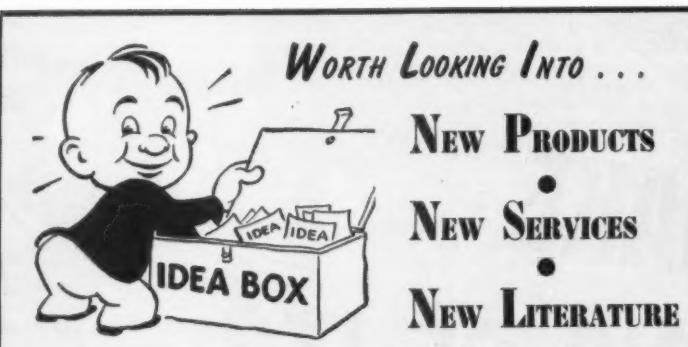
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There's never a dull mealtime moment when bread has the brightness of raisin's spicy goodness. California Raisin Advisory Board, Fresno, California.

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**The American Baker**  
118 So. 6th St. Minneapolis, Minn.

**No. 3419—Topping**

Fount-Wip, Inc., has announced the marketing of Bake-Wip, a new all-vegetable topping for use on pastries requiring a whipped topping or a filling. The product is claimed to be more economical than whipping cream, costing from 60¢ to \$1 gal. less, and providing 20 to 40% more whipped volume. It is said to perform more efficiently than whipping cream, as it never churns or "drains off," keeps for more than 24 hours after whipping and has a rich, creamy flavor. It will keep sweet and fresh in bakery refrigerators for over a week before it is whipped, the company states. The product is delivered in gallon glass or paper containers—all ready to whip, sweeten and flavor to individual baker's tastes. No special whipping equipment is required. Before whipping, Bake-Wip has the consistency of custard; after whipping, it fluffs up

to look and taste like whipped cream. Complete information is available by checking No. 3419 on the coupon and mailing it to the address provided.

**No. 3420—Ice Remover**

An ice removing chemical which is reputed to greatly cut the winter cost of cleaning steps, walks, drives, loading docks and parking lots has been announced by the Monroe Co., Inc. Known as X-73 ice remover, the product is said to melt ice and thaw snow many times faster than salt; and to eliminate ice chipping and greatly reduce the need for snow shoveling. It is also claimed to contain a rust inhibitor which affords protection to automobiles, machinery, drains and gutters. The product, produced in the form of coarse granules, is easily used by sprinkling lightly over icy surfaces. According to the company, it spreads itself

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| <input type="checkbox"/> No. 2684—Storage Cabinet              | <input type="checkbox"/> No. 3424—Pizza Dough Retarder |
| <input type="checkbox"/> No. 2689—Hand Truck                   | <input type="checkbox"/> No. 3425—Wall Washer          |
| <input type="checkbox"/> No. 3419—Topping                      | <input type="checkbox"/> No. 3426—Fruitcake Box        |
| <input type="checkbox"/> No. 3420—Ice Remover                  | <input type="checkbox"/> No. 3427—Repeater             |
| <input type="checkbox"/> No. 3421—Labels                       | <input type="checkbox"/> No. 3428—Trays                |
| <input type="checkbox"/> No. 3422—Electronic Controls Handbook | <input type="checkbox"/> No. 3429—Sugar in Cake Baking |
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thoroughly to melt slippery ice and snow. It is said to furnish quick traction under spinning automobile and truck wheels. It is available in 100 and 200 lb. fiber drums and in waterproof paper bags. Get further information by checking No. 3420 on the coupon and mailing to the address provided.

**No. 3424—Pizza Dough Retarder**

Pizza pie dough can now be prepared in advance and used as needed, according to the Dunhill Soda Fountain Corp., which has introduced a dough retarder for pizza pie bakers. The retarder section is large enough to hold trays for over 70 pizzas. An extra section in this unit can be used to hold bulk food



stuffs. The retarder is all steel with stainless steel front doors, splash and interior and is insulated with high quality corkboard. The back, bottom and sides of the unit are finished in hard enamel. The work top is available with laminated board or marble or a combination of both. Dimensions are 60 in. long, 30 in. deep and 34 in. working height. More information may be secured by checking No. 3424 on the coupon, mailing it to this magazine.

**No. 3422—Electronic Controls Handbook**

Photoswitch, Inc., announces the publication of the new edition of its book, "Cutting Production Costs With Electronic Controls," a complete revision of the handbook that has become a well known source book of electronic control for engineers, production executives and management personnel. The 46 new case studies explain how standard packaged electronic controls have solved many problems of weighing, counting, measuring, timing and cycling, thereby achieving new efficiency through the use of electronic controls for all types of industrial applications, the company explains. The handbook may be secured without charge by checking No. 3422 and mailing the coupon.

**No. 3427—Message Repeater**

Michigan Electronics, Inc., is manufacturing a tiny tape recorder, about the size of a box camera, called the message repeater and which is being used by retailers of baked goods to provide displays with a personal message. The machine can be hidden behind a display and in a quiet voice can provide a personal sales message whenever a human being walks by the machine. The machine is also useful for exhibitions and conventions, on docks or wherever it is desired to focus attention. Although it has its own built-in speaker, outdoor loudspeakers can be plugged into the machine to provide a talking window display. It can be used in conjunction with continuous slide projectors to add sound to

sight. To operate plug into a light socket. More information will be provided if you will check No. 3427 and mail the coupon.

**No. 3428—Trays**

Sutherland Paper Co. has introduced a new line of stock bakery trays. Company officials said they made an analysis of various size bakery trays used throughout the country, and chose five sizes which are, in effect, standard sizes and can be used by many bakers. The five new trays are made from solid pulp board, which is said to have great strength and durability and



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will not impart any odor to the package contents. The clean white inside and outside appearance is suggestive of purity and wholesomeness and the construction permits speedy set-up with strong square corners for greater protection and better overwraps, it is claimed. These trays, which range in size from  $7\frac{1}{2} \times 5\frac{1}{2}$  in. to  $11\frac{1}{2} \times 6\frac{1}{4} \times 2\frac{1}{4}$  in. are ideal for packaging buns and rolls with little shortening content, the firm states. To receive more information mark No. 3428 on the coupon and drop it in the mail.

### No. 3423—Baking System

The Petersen Oven Co. has available to bakeries the services of its engineers to discuss any bread-handling equipment program. Several installations of Petersen-Greer equipment have been made recently in operations which the company calls its "bread untouched by human hands" system. The most recent installation, made for the Canada Bread Co., Toronto, includes two automatic double unit tray ovens which bake over 12,000 lb. bread an hour; automatic depanners; cooler; moulder-poppers; slice-wrapper; and automatic transfers of bread lines during paper changes. Information about this company's equipment and how to obtain engineering consultation is obtainable by checking No. 3423 and mailing the coupon.

### No. 3421—Labels

A 3x5 in. "king size" top label for all bakery products is being marketed by the Pollock Paper Corp. Designed to catch the shoppers' eyes and identify the company name at a glance, the label provides sufficient

room for product identification, price, selling copy, slogan, etc., according to Pollock. The label is available in the bakery's own design or regular label or high class stock. It is said to be specially coated for positive seal on any material—wax paper, glassine, cellophane, etc. More information is available by checking No. 3421 on the coupon, clipping it and mailing to the address provided.

### No. 3426—Fruiteake Box



A new large size all-plastic fruitcake box has been introduced by Tri-State Plastic Molding Co., Inc. Measuring 10 in. in diameter and 3 in. high, the heavy transparent plastic box (shown here) will accommodate the largest fruitcakes generally made. Also available is a smaller size fruitcake box 8 in. in diameter and 3 in. high. Tri-State technicians and designers will aid interested bakeries in developing a distinctive package for their products using the large or small fruitcake boxes. More information is obtainable by checking No. 3426 on the coupon and mailing it to this magazine.

### No. 3425—Wall Washer

A new illustrated brochure (WW-353) by Ross & Story Products Corp., shows the advantages of cleaning walls and ceilings with its portable, non-electric machine. The brochure contains a report of tests conducted by Michigan State College giving comparative cost figures on labor and material between machine and hand washing operations. It presents maintenance advantages of the machine and points out the professional results attained by unskilled operators. Details of the machine and the service requirements of a built-in low air pressure operating principle are explained. Lists of users are given. The brochure may be obtained by checking No. 3425 on the coupon and mailing it to the address provided.

### No. 2689—Hand Truck

The J. H. Sutherland Supply Co. is now manufacturing a new lever lift hand truck on which the foot lever is hinged to the back of the nose or pickup shelf of the truck. When foot pressure is applied, the lever operates between the bottom cross bar and axle, causing the short rocker to bear down on the floor, lifting and tilting the load into a balanced position while the operator stands erect. A spring holds up the lever when it is not in use. The truck has tubular



legs, 10 gauge steel sides, weighs 60 lb. and has a capacity of 1,000 lb. or more. Complete information and prices on the patented lever lift hand truck may be obtained by checking No. 2689 on the coupon and mailing it.

### No. 2684—Storage Cabinet

A new hose and tool cabinet specially designed for storing vacuum cleaning hose and tools has been introduced by the Air Appliance Division of U. S. Hoffman Machinery Corp. The new cabinet meets the need for a better system of accessories storage, the firm says, and is ideal for cleaning nozzles and tools, protecting them from damage and loss. The cabinet is 18 in. deep, 40 in. wide and 78 in. high. It is made of 18 gauge welded steel with additional reinforcing. It features a 12x14 in. shelf for

#### ACME — GOLD DRIFT Better Bakery Flours

These Brands Meet Every Shop Need  
**The ACME FLOUR MILLS CO.**  
Oklahoma City, Okla.

#### Evans Milling Co., Inc.

INDIANAPOLIS, IND., U. S. A.  
Manufacture Kiln-Dried  
DEGERMINATED CORN PRODUCTS  
Capacity, 16,000 Bushels

RETARDS STALING

RETAINS MOISTURE

PROTECTS FRESHNESS

## It's the LEVULOSE in **NULOMOLINE®** THE PIONEER STANDARDIZED INVERT SUGAR

Guard your profits and increase your repeat sales by insuring freshness in your baked goods with NULOMOLINE.

The Levulose in NULOMOLINE, retaining and attracting moisture, will keep your cakes, cookies, and icings fresher for a longer period. By retarding staling, NULOMOLINE checks the loss of flavor and aroma. It enhances the crust color that first attracts your customers and then sells them again.

NULOMOLINE, the baker's standard for invert sugar for over 33 years, is a must for your baked goods.

Booklet of balanced bakery formulas upon request.

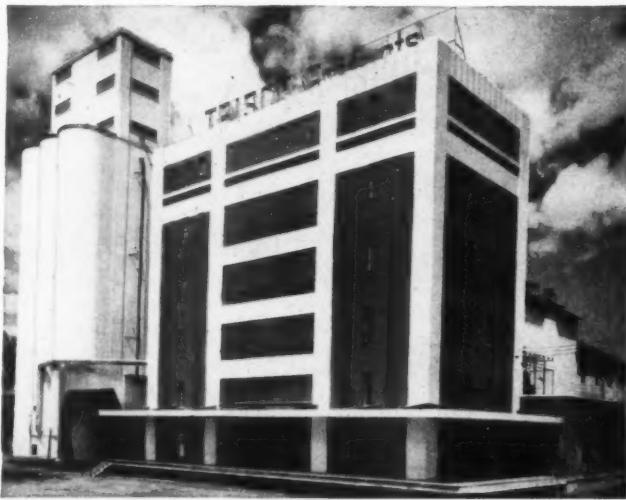
## THE NULOMOLINE DIVISION AMERICAN MOLASSES COMPANY

Manufacturers of NULOMOLINE (Standardized Invert Sugar) and Syrups

120 WALL STREET, NEW YORK 5, N. Y.

330 East N. Water St., Chicago 11, Ill. 751 Terminal St., Los Angeles 21, Calif.

NULOMOLINE, LTD.: 1410 Stanley St., Montreal 2, Canada



high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.

**TRI-STATE MILLING CO.** Rapid City, S. Dak.

### SPRING WHEAT FLOURS

### RED WING SPECIAL BIXOTA CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

**THE RED WING MILLING CO.**  
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.

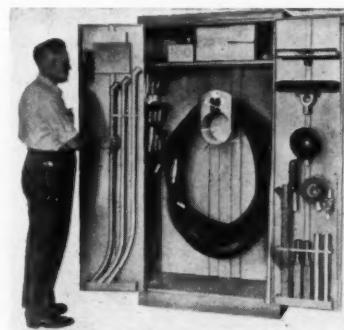
**Fisher's**

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

**FISHER FLOURING MILLS CO., SEATTLE, U.S.A.**  
Domestic and Export Millers  
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

HER FLOURING MILLS CO.

replacement items, wall brackets for 100 ft. of 1½ in. hose and 33 miscellaneous tools, hooks on the inside for smaller accessories and additional



hooks and brackets for larger tools and rods inside the doors. A pocket for operating and maintenance instructions and catalog sheets is provided on inside of door. For further details circle No. 2684 and mail to this journal.

#### No. 3429—Sugar in Cake Baking

Sugar Information, Inc., has prepared the second in a series of industrial manuals, calling it "Sugar in Cake Baking." Designed for the commercial baker, the manual points up the importance of sugar to the cake baking industry as well as the specific purposes and value of the various grades of sugar (sucrose). The manual was written by William E. Broeg, widely known cake baker and dessert designer. The manual is provided without charge to those who will check No. 3429 on the coupon and mail it to the address provided.

#### Also Available

The following new products and services have been described in detail in recent issues of this journal. Information about them still may be obtained. Jot the appropriate number or numbers on the accompanying coupon and drop it in the mail.

- No. 3397—Refrigerant, Perma Ice.
- No. 3398—Dough recorder, Minneapolis-Honeywell Regulator Co.
- No. 3399—Clutch, Morse Chain Co.
- No. 3400—Booklet on automotive fleet, Lloyd R. Wolfe, publisher.
- No. 3401—Cap, Hollywood Turban Products Co.
- No. 3402—Insecticide, Insecticidal Smo-Cloud Co.
- No. 3403—Gift cans, Pletcher & Pollack.
- No. 3404—Flooring, United Laboratories, Inc.
- No. 3405—Bread wrapping, Pollock Paper Corp.
- No. 3406—Starch, Morningstar, Nicoll, Inc.
- No. 3407—Dust collector, Handling Devices Co., Inc.
- No. 3408—Portable pump, Hypro Engineering, Inc.
- No. 3409—Controls, Burling Instrument Co.
- No. 3410—Refrigeration controls, Partlow Corp.
- No. 3411—Cake ornaments, Westco Products.
- No. 3412—Flavor booklet, Givaudan Flavors, Inc.
- No. 3413—Truck body, Utility Truck Distributors.
- No. 3414—Wrapper printing, Lassiter Corp.
- No. 3415—Decal, Meyercord Co.
- No. 3416—Vacuum cleaner, Multi-Clean Products, Inc.
- No. 3417—Container, I. D. Co.
- No. 3418—Coumarin replacement, Florasynth Laboratories, Inc.

**The Choice of the Finest Hard Wheats**  
The only mill in this great terminal market, Universal consistently offers:  
**BETTER SPRING WHEAT AND DURUM FLOURS**  
**DULUTH UNIVERSAL MILLING CO.**  
Duluth, Minnesota

*Always Something New*



Cotton and Burlap Bags

**PERCY KENT BAG CO., INC.**  
KANSAS CITY • BUFFALO • NEW YORK

#### "Whitewater Flour"

Ground Where the Best Wheat Is Grown  
WHITEWATER FLOUR MILLS CO.  
Whitewater, Kan., U.S.A.

#### Miner - Hillard Milling Co.

WILKES-BARRE, PA.  
Manufacturers of  
**CORN FLOUR - CORN MEAL**  
**CORN SPECIALTIES**

#### Moore - Lowry Flour Mills Co.

Kansas City, Mo.  
**PRECISION-MILLED FLOURS**

#### Lyon & Greenleaf Co., Inc.

MILLERS OF  
High Grade Soft Winter Wheat Flour  
Plain and Selfrising  
LIGONIER, IND. NORFOLK, VA.

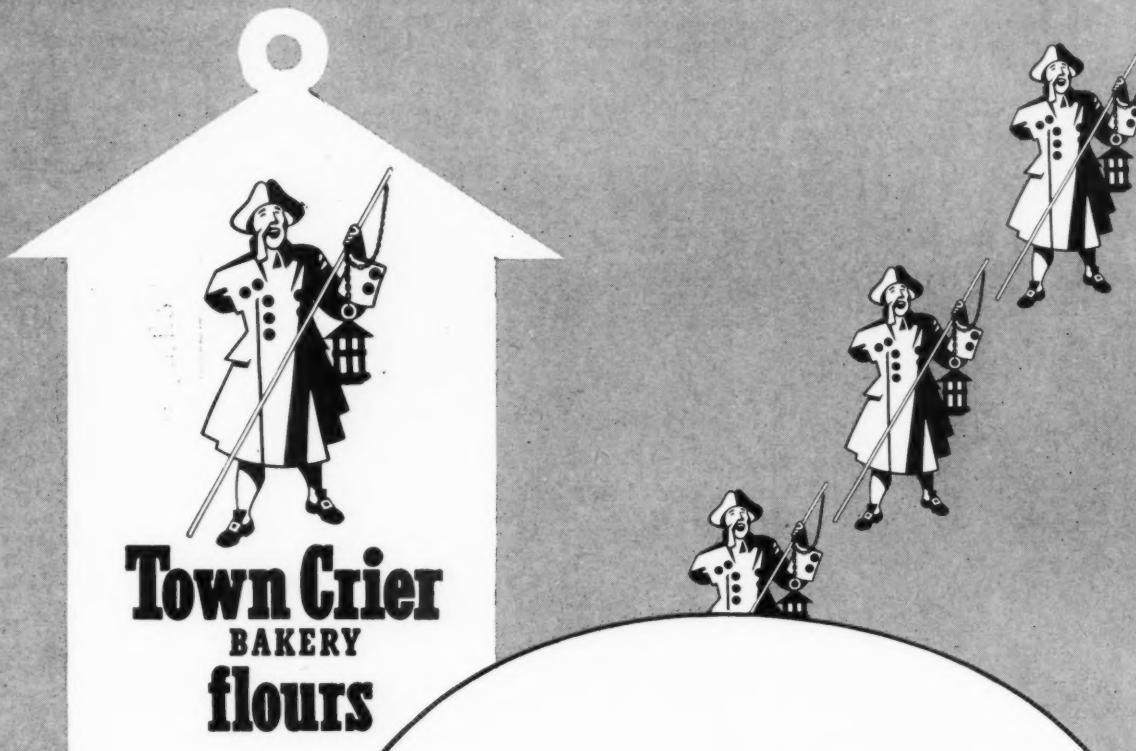
#### The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.  
Specialists Ohio Winter Wheat Flour  
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

#### Fort Morgan Mills

Family and Bakery Flour  
Milled only from the very choicest Colorado highland wheats  
FORT MORGAN - - - COLORADO

**CAHOKIA FLOUR CO.**  
ST. LOUIS, MO.



**I**N SELECTING flour, it pays to choose only a time-tested quality brand—one on which you can always depend for successful baking results. The finest wheats, combined with the most modern milling methods, produce the superior quality found in Town Crier bakery flours. The great care taken in the fields and at the mills assures you of uniform, dependable flours and consistently finer, more profitable baked products.



UNIFORMLY MILLED BY  
**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.

September, 1953

# Ringing the Baker's Doorbell

Foster Johnson has been named manager of the bakery department at Jay's Supermarket, Gallup, N. M.

The Lowenberg Bakery, Ottumwa, Iowa, and the Bakery & Confectioners International Union, Local 412, AFL, have agreed to a new wage contract calling for increases of up to 7¢ an hour and six paid holidays. It was reported that the agreement per-

petuates a continuous contract between Lowenberg and the union since 1915, with no work stoppage during that 38 years.

The Mission Service Bakers, who came to Oklahoma City from Hutchinson, Kansas, in April, 1952, has started a route in Shawnee, Okla. All bakery goods are baked in Oklahoma City in the new \$1 million bakery

which was built last year. The company has added a 2,500 sq. ft. garage to its Oklahoma City plant.

To avoid food poisoning from easily spoiled cream pastries, the Cincinnati Board of Health has requested bakeries to stop the sale of cream-filled pastries during the summer months. Clarence Koo, superintendent of food and sanitary inspection for the health



## IN SMALL OR LARGE SHOPS

### Bakers appreciate the Performance of

Bakeries, small or large, choose fast-disintegrating MERCK ENRICHMENT WAFERS to help them meet exacting production schedules. In addition, note these other important advantages:

**1. ACCURACY**—MERCK ENRICHMENT WAFERS promote exact enrichment levels. Smooth finish and compact structure resist chipping and dusting.

**2. UNIFORMITY**—Ingredients mix more evenly in batch, aiding uniform enrichment.

**3. CONVENIENCE**—MERCK ENRICHMENT WAFERS are quickly available from your yeast supplier. No waiting or unnecessary stock-piling.

Make sure you get all these advantages. Specify the *round* enrichment wafer on your next order . . . with or without Vitamin D.



**NEW . . . Merck Enrichment Wafers with Vitamin D.**  
When one Merck "A" or "B" Wafer with Vitamin D is used to each 100 pounds of flour, each 8 ounces of the resulting bread should contain 50 per cent of the Minimum Daily Requirement for Vitamin D.

Research and Production  
for the Nation's Health

© Merck & Co., Inc.



**MERCK & CO., INC.**  
Manufacturing Chemists

RAHWAY, NEW JERSEY

board, reported that practically all Cincinnati bakeries have complied with the request.

The Bridgewater (S. D.) Bakery has been remodeled.

Bauer's Bakery, West Bend, Wis., is being remodeled and modernized.

Russell Miller has been named agency manager for the Lowenberg Bakery, Ottumwa, Iowa, in the Washington, Iowa, district.

The City Bakery, Lennox, S. D., has begun a bread route. Mr. and Mrs. Axel Johnson operate the bakery.

Barney Burckhard, owner of the Oakes (N. D.) City Bakery, has made improvements in his plant and is using a new type of bread wrapper.

A new front has been installed by the Sunlight Bakery, Milaca, Minn.

Following extensive remodeling, Mr. and Mrs. John Rohweder, owners of the Rohweder Bakery & Waffle Shop, Bridgewater, S. D., have reopened for business.

The St. Croix Falls (Wis.) Bakery has been remodeled.

Carroll Faust plans to open a new bakery in Fullerton, Neb., this month.

Mr. and Mrs. Frank Wright have opened Wright's Pastry Nut Bakery at Vallejo, Cal.

Mr. and Mrs. Willard Witt, formerly associated with Federal Bake Shops in Milwaukee, have purchased the Rode Bakery, Kenosha, Wis., from Mr. and Mrs. Gustav Rode.

Dick Bros. Bakery, Manitowoc, Wis., has installed approximately \$5,000 worth of bun production machinery and accessories. The new system can slice approximately 1,000 dozen buns hourly.

Oscar Chappell is the new head baker at the Seminole (Okla.) Baking Co. The bakery is owned by Hoyle Kister.

Sawicki's Bakery, Endicott, N. Y., gave baked goods worth \$10 as one of the prizes awarded during Union Round-up Days, a four-day community shopping promotion.

Case Bakery, 435 Court St., has opened a branch store in the Merchants Road Shopping Center in Rochester, N. Y.

Len's Cookie Shop has opened for business in its new location at 320 E. 14th St., Elmira Heights, N. Y.

Stados Baking Co., Dallas, maker of packaged Mexican baked goods, has moved to 2918 N. Harwood Ave., according to Fidencio Luna, owner.

The Lyons Bakery, Augusta, Ga., which was closed upon retirement of its owner, Walker Lyons, has been re-opened by its new purchasers, Mr. and Mrs. Marvin Hughes. The bakery has been completely remodeled by its new owners.

Calamas Bakery, Augusta, Ga., recently established an interesting display featuring wedding cakes, birthday cakes, party cakes and other



## 1954 WHEAT CROP

By the end of September much of the Fall planting for the 1954 wheat harvest will be in the lap of Mother Nature. It is then that Gooch field men start their work. They must know the growing history of each year's crop—where the best wheat for flour milling is produced. Their pre-harvest record directs the selection of samples for laboratory tests.

Gooch millers will always be supplied with the best wheat for milling "quality protected" bakers flour.

## **GOOCH'S BEST FLOURS**

*Identical  
Performance*

**GOMECAKSARBEN**

**GOOCH MILLING & ELEVATOR Co.  
LINCOLN, NEBRASKA**

*Daily Capacity 5,000 Cwts.*

*Elevator Space 2,100,000 Bus.*

baked products. For special events the bakery sends out folders explaining what it offers and selling prices. This method increased sales 30% during the past three months, according to the owner, H. L. Thompson.

Johnnie Ward, **Augusta, Ga.**, owner of Ward Bakery Shop, has leased a one-story brick building as the site of a storage and distribution center.

Two Central Florida promotions were announced by Holsum Bakers, Inc., **Tampa**. Peter Blanco, former area manager of Orlando, has been named district manager of the Central Florida area. Mr. Blanco's assis-

tant will be Sergio Camero, who will be division supervisor for Central Florida.

Suntan Village, **Miami Springs**, was chosen by the Grable Bakery chain as the location for its seventh and newest shop. The shops are owned-operated by a man-and-wife team, Hogen L. and Phyllis Grable.

Mr. and Mrs. Sam Anderson have opened a Dixie Cream Donut Shop in **Flora, Ill.**

Leo and Genevieve Weklinski have opened a shop at 1559 Sunset Drive,

**Coral Gables, Fla.** It is called the Sunset Bakery.

The Lorraine Bakery is a new plant recently opened in **Hialeah, Fla.** It is operated by Mr. and Mrs. John Watson.

Frozen bread baked and wrapped by Arnold Bakers, Inc., Port Chester, N. Y., is now being marketed in the **St. Petersburg, Fla.** area. Carl J. Buehler is the wholesale distributor.

Frank Irwin, an executive of Fuchs Baking Co., **South Miami, Fla.**, has been admitted to the executive asso-

ciation as a member representing the bakery.

Chris Cadley, long time **Seattle** baker, for reasons of ill health has sold his bakery, Chris Bake Shop, to Harold Harding and Arthur Knowles.

Norman Cristensen has joined the production staff of the Rolling Pin Bakery at **Eugene, Ore.**

The Doleman Bakery, **Cottage Grove, Ore.**, has been sold by Noble Werner to Frank McKey, formerly of San Francisco.

The Ephrata Bakery, **Ephrata, Wash.**, has recently undergone complete renovation. The plant is owned and operated by Ralph Abelson.

The Bread Box Bakery has opened in **Sherman Oaks, Cal.**, a partnership of David Collins and Abe Fluff. The latter has been a production man for an Omaha bakery for 40 years.

Cecil Pinney, former cereal chemist for Langendorf United Bakeries, Inc., has gone into business for himself as a consulting bakery technologist at **Colma, Cal.**

Bill Reed has been appointed manager of the **San Diego** plant of the Continental Baking Co. Charles Bird, who owned his own bakery in San Mateo, has been named manager of the **Berkeley** plant, which Mr. Reed formerly managed.

K. Hamano is the new owner of the bakery at 4057 Whittier Blvd., **Los Angeles**.

Bill Hoerr, an allied tradesman who is in charge of the **St. Louis** Bakers Blood Bank has announced that the quota set up by the organization some months ago has almost been reached. The blood will be available to member bakers and for emergencies.

The bakery operated by Peter Bauer at 2127 S. Jefferson Ave., **St. Louis**, has been purchased by Joseph Lingenerhuber, who will completely remodel the shop.

A business name has been filed for Harriger's Bakery, 141 Buffalo Ave., **Hamburg, N. Y.**, by Frank Harriger.

Louis Wiedeman, who, with his father, Louis, operates the Wiedeman Pastry Shop, **Fort Thomas, Ky.**, was married recently.

Joe Restle, proprietor of the Rose Lee Bake & Pastry Shop, **Cincinnati**, is getting a "hospitality" reputation he doesn't like. For the fourth time in the last several months, a "customer" recently entered the shop through a window and left with \$50 in cash.

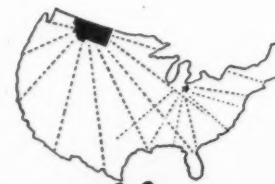
Gus Wessgels has purchased the **Cincinnati** neighborhood bakery formerly operated by George Willer.

Frank Esselman has moved his bake shop into a newly completed, air conditioned building in downtown **Middletown, Ohio**.

John Counts, **New Boston, Ohio**, has completed extensive remodeling and enlargement of his bakery.

Mr. and Mrs. George Torline, who previously operated bakeries in Fort

# YOUR FLOUR NEEDS



## specifically met by

### Montana Flour Mills Co.

Because our country elevators make a selection of fine wheats available to our various mills, and because we have had years of experience in handling this grain, these flours have an industry-wide reputation for being unexcelled in quality.

You can choose from such flours as these, or have others milled to your own specifications for protein and ash.

#### SUPER

	PROTEIN	ASH
Super Sapphire	12.50	.40
Super Judith	12.70	.42
Isis Clear	15.50	.72

#### REGULAR

	PROTEIN	ASH
Regular Sapphire	12.00	.40
Regular Judith	12.25	.42
King Grizzly Clear	14.80	.72

#### MELLOW

	PROTEIN	ASH
Mellow Sapphire	11.40	.40
Mellow Judith	11.75	.43

#### DAKOTANA

	PROTEIN	ASH
Dakotana high-gluten	15.00	.45

#### WHOLE WHEAT

Sapphire Whole Wheat	15.10	1.60
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Write, wire or phone our nearest representative or contact us direct.

## MONTANA FLOUR MILLS COMPANY

GENERAL OFFICES: GREAT FALLS, MONTANA  
EASTERN OFFICES: 1635 MERWIN ST., CLEVELAND, OHIO

**Four separate milling units at the same location**

**4**

**...to serve bakers with**

- 1 SPRING AND HARD WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



**F**ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

**B. A. ECKHART MILLING CO.**

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS

Thomas, Ky., and Cincinnati, have opened a modern shop in their own building in **Newport, Ky.**

Mrs. E. K. Gober has opened the **Apopka (Fla.) Bake Shop.**

Didnes Donuts is a new business at 1917 West Northern St., **Pueblo, Colo.** It is owned and operated by Monte Pendleton and George Wahlmeier.

Controlling interest in Baur's cake baking firm in **Denver** has been purchased by Gerald P. Peters. David S. Walker will continue as manager of Baur's. Plans are being made for fur-

ther expansion in Denver and other Colorado cities.

Samuel Jacobs has established the **Patty Royle Bakery in Delta, Colo.**

Dan Schneider has opened a cookie bakery at 2510 E. 43rd Ave., in **Denver.**

Joe's Donut Shop, operated by Joe **Okemah, Okla.**, has added new equipment.

King Walls, owner and operator of King's Bakery at **Arkadelphia, Ark.**,

won the Arkadelphia Country Club Flag tournament in the senior division.

Denny's Bakery, 2820 N. Tamiami Trail, **Sarasota, Fla.**, has been opened by Daniel Garcia, owner.

J. A. Von Hall, who had operated the Von Hall Bakery in **Beardstown, Ill.**, for 27 years, has sold it to W. B. Knecht.

The Puyallup Bakery, **Puyallup, Wash.**, owned by Herbert Album, has been purchased by Mr. and Mrs.

George Magley, Sumner, Wash., operators of the **Sumner Bakery.** The Magleys plan to operate both bakeries as a joint operation.

Mrs. Ollie Sheets, who had operated the **Sheets Bakery in DeSoto, Mo.**, for 14 years, has discontinued the business.

Rudy Berjholz has been named manager of the **Marckx Bakery in Gresham, Ore.**

Harold P. Salvador, well known **Portland, Ore.**, amateur golfer, has been put in charge of west side routes of the **Franz Bakery, Portland.**

Odis Simmons, owner of **Simmons Bakery at Holdenville, Okla.**, has sold his bakery to Tony Wortham, who has moved the bakery to Hugo. This leaves Holdenville without a bakery.

Plans for operating a \$75,000 modern bakery to serve **Hugo, Okla.**, and surrounding territory have been announced by Tony Wortham, former Hugo bakery owner. All new equipment for a capacity of turning out 30,000 loaves of bread a day has been purchased. The building which has been leased, will be remodeled throughout, and a retail store installed.

Cupps Pastry Shoppe, 2823 Eperly Drive, **Oklahoma City**, has been closed.

W. C. Barber has announced the sale of the **Puritan Bakery, Iowa Falls, Iowa**, to Donald Slifka.

Vernon L. and Gordon M. Johnson, brothers, have purchased a franchise for Spudnuts and have opened a shop in **Fargo, N. D.**

Krispy Kreme Doughnut Co., **Winston-Salem, N. C.**, will build a four-story production tower as an extension of its present mixing plant, a two-story wing to house offices and a 16,000 sq. ft. warehouse. The plant will serve 18 states with doughnut mix and doughnut making equipment.

The Wolst Bakery, owned and operated by Mr. and Mrs. Theodore Wolst, **Detroit**, have installed a large deep freezer.

Bread prices in the **Corvallis, Ore.**, area jumped 1¢ a loaf, a recent store-to-store check revealed. Most brands of one pound loaves are selling for 17-19¢ a pound. Specialty breads sell for 21-22¢ for 1 lb. and 24-26¢ for 1½ lb. loaves.

Six thousand dollars damage resulted to the plant of the Olympic Baking Co., **Portland, Ore.**, as a result of a fire next door in a candle manufacturing plant.

Lloyd Farthing is the new **Corvallis, Ore.**, area manager for the **Franz Baking Co., Portland.**

Lawrence Rush, new manager of the **DeLuxe Bakery, Phillips, Wis.**, recently staged a grand opening.

A garage addition costing \$27,000 will be made by the **Eddy Baking Co., Superior, Wis.**

The Ladies Home Bakery, 5860 Delmar Blvd., **St. Louis**, has closed. The general devaluation of the residential

# BROSOFT®

Contains flour, mono- and di-glycerides, vegetable oils, lecithin and associated phosphatides (vegetable emulsifier) and salt

## Demonstrations Now Available in YOUR SHOP



THE new bakery ingredient Brosoft produces tenderness of crumb and crust with improved texture, better eating and keeping qualities, and easier slicing.

Brosoft is a dry product packed in 100 lb. laminated paper bags. Its use requires no changes in shop procedures. Bakers in many sections of the country are already using Brosoft. Brosoft has high powers of emulsification and dispersion resulting in activity for combining shortening and water and other ingredients of the dough.

Trained Bakery Technicians are available from the home office of the Brolite Company, Inc., Chicago, or the Brolite Company's divisional offices in New York City, Dallas, San Francisco, Seattle, and Atlanta.

**Valuable Ingredients  
for Bakers—Since 1928**

**BROLITE COMPANY INC.**

225 Fourth Ave.  
New York City 3, N. Y.

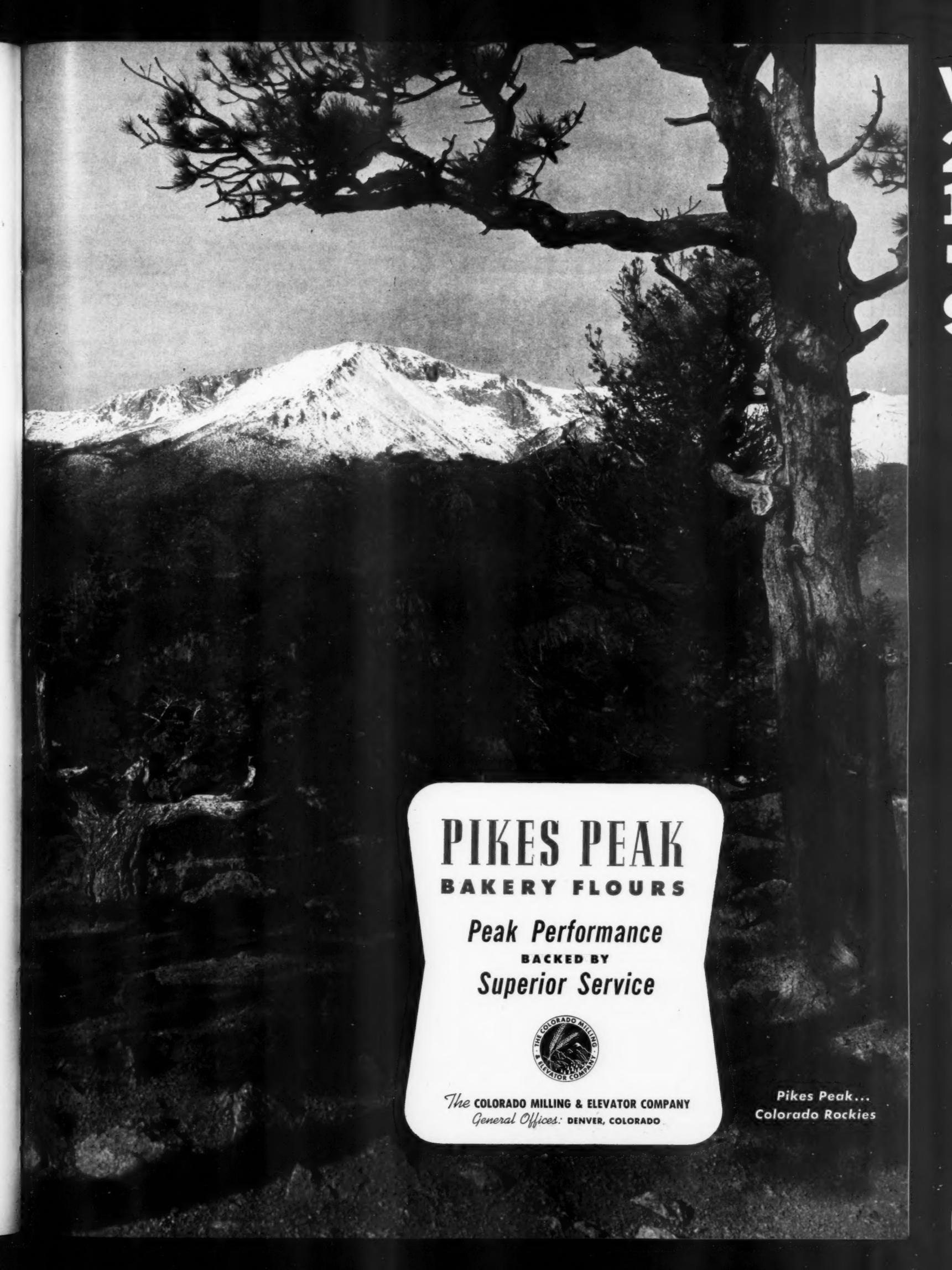
2921 S. Haskell Ave.  
Dallas 10, Texas

621 Minna St.,  
San Francisco 1, Cal.

518 First Ave., North,  
Seattle 2, Wash.

686 Greenwood Avenue, N. E.,  
Atlanta 6, Ga.

**Main Office: 2542 Elston Avenue, Chicago 47, Illinois**



# PIKES PEAK BAKERY FLOURS

*Peak Performance*  
BACKED BY  
*Superior Service*



*The COLORADO MILLING & ELEVATOR COMPANY*  
General Offices: DENVER, COLORADO

Pikes Peak...  
Colorado Rockies

area surrounding was given as the reason for closing.

Harold Caplan, owner and operator of the Caplan Bakery in Des Moines, has signed a lease and plans to open another bakery at 412 E. 6th St., East Des Moines.

The J. A. Powers Bakery, Des Moines, has recently installed a new walk-in freezer.

Ward Baking Co. has purchased a site in Whitestown, N. Y., on which a large garage and warehouse will be erected to serve the central New

York area. It is planned to speed construction of a modern concrete and steel building.

A new freezer has been installed at Swenson's Pastry Shop, Ottumwa, Iowa.

Homer Wallmer, owner of the Wallmer Pastry Shop, Spencer, Iowa, has closed his bakery and is selling his equipment.

The American Biscuit & Cracker Co.'s new 100,000 sq. ft. plant in Tacoma is scheduled to be completed

in October. Approximately 200 persons will be employed.

Lee Larson is the new salesman for the Wesson Oil & Snowdrift Co., covering the Iowa-Nebraska-South Dakota territory.

The bakery business of the Northern Baking Co., Ironwood, Mich., has been sold to Our Bakeries, Sault Ste. Marie and Marquette, Mich.

A number of personnel changes of Wolf Bakery have been made. Anthony Wolf, manager of Wolf's Bakery, Lafayette, La., since its con-

struction in 1948, has been named manager at Baton Rouge. William Wolf, formerly general sales manager of the bakeries, will manage the Lafayette plant, announces John Wolf, general manager.

Emil Ludwig, bread salesman for the National Biscuit Co., Rochester, N. Y., was presented with a 20-year safe driving diamond pin and a \$100 savings bond at the regular monthly safety-sales meeting, recently, by L. A. Laurent, manager.

Virgil E. Ackles is now associated with the Krispy Kreme Doughnut Corp., Winston-Salem, N. C. Mr. Ackles was formerly owner of Bakery Patents Manufacturing Co. and of Ve-Ack-Co Co., Los Angeles.

The three Ferretti brothers who operated the well-known Ferretti market and bakery in Manchester, N. H., established by their father, Joseph Ferretti in 1885, are the organizers of the Walnut Investment Corp., which has begun construction of a \$900,000 business building in Manchester.

The 67-year-old Kuennen Bakery, Omaha, has passed from the hands of the founding Kuennen family with the retirement of Oscar Kuennen, son of the founder. Edward O. Riddle and Louis Emminger are the new owners. Mr. Riddle has been a co-owner. The new owners will change the bakery's name to Kuennen's Bakery, Inc.

Leroy Stureman, formerly branch manager in Philadelphia for Standard Brands, Inc., has been named general sales manager of the Parkway Baking Co., Philadelphia.

Frank N. Pierce has been named advertising manager of Kroger Co.'s Toledo branch, which embraces 54 stores in northwestern Ohio and southeastern Michigan. He replaces James D. Melrose who will devote full time to sales promotion.

The first Nebraska veteran of the Korean War to graduate from the veterans' on-the-job-training program is 24-year-old Edward D. Lucas of Lincoln. He recently completed training at the Sunrise Bakery in Beatrice and has joined the bakery department of Gold & Co., Lincoln department store.

# GREATEST DONUT CAMPAIGN in HISTORY!

**CHOOSE THE Dynamic TIE-IN MATERIAL THAT SUITS Your NEEDS!**

It's your celebration! There's something for every baker in this great campaign that will boost your donut sales.

There's still time left to get your tailor-made, effective, local campaign material that's suited to your needs... local advertising, strong merchandising effort, dynamic, sales-sparkers for routemen.

Join the gigantic forces—the Bakers and Milk companies of America—who are putting power-house punch behind this greatest donut campaign in history, reaching out into every home in the land.

Fill in the coupon below and mail it back today.

**MERCHANDISING MATERIAL FOR Everybody!**

**Dynamic NATIONAL ADVERTISING**

by American Dairy Association. 4,400,000 families will see this full-color, full page ad in October issue of McCall's Magazine.

**Exciting 5 BIG NAME TV SHOWS**

**There's Still Time**

**DOUGHNUT CORPORATION of AMERICA**  
393 Seventh Avenue, New York 1, N. Y.

Gentlemen:  
Please send me full information on how I can profitably tie in with DCA's Big Fall Donut Drive.

Name of Individual.....

Name of Company.....

Street.....

City..... Zone..... State..... AB-9

**DOUGHNUT CORPORATION of AMERICA**  
393 Seventh Avenue • New York 16, N. Y.

**MAIL COUPON TODAY!**

**DCA**

combining joint publicity efforts of Doughnut Corporation of America and American Dairy Association... to bring the Donut & Milk story to every home at least 5 times... in newspapers, on TV, radio and magazines.

**Powerful PUBLICITY SUPPORT!**

**One of Your BEST Sources of FLOUR...**

**As Near to You as Your Telephone!**

- **HOSTESS SUPERCAKE SPECIAL CAKE FLOURS**
- QUALITY UNIFORMITY LABORATORY CONTROL**
- THE MENNEL MILLING CO.**
- TOLEDO, OHIO**
- GAfield 6707 CALL COLLECT**

# The right combination



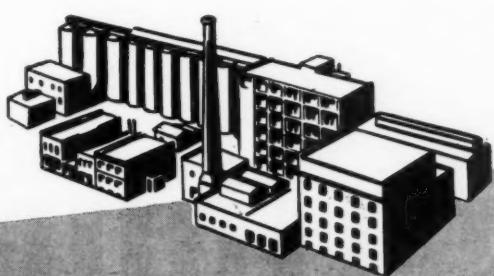
... your skill and  
**HUBBARD HIGH-QUALITY FLOURS!**

Always dependable, always the best . . . famous HUBBARD Flours. No matter how exacting your standards, HUBBARD has a performance-proven flour that will suit you perfectly.

Made under rigid quality-control conditions, these fine HUBBARD flours are recognized as leaders in their field. HUBBARD flours have a reputation for reliability and economy to maintain!



KING HUBBARD  
MOTHER HUBBARD  
SPRING MAIDE  
SUPERLATIVE  
SONNY HUBBARD



**HUBBARD MILLING COMPANY**  
MANKATO, MINNESOTA

MILLED FROM  
*High Protein Spring Wheat*



FOR CONSISTENTLY  
BETTER LOAVES

Aged  
and  
Aerated



KING MIDAS FLOUR

Pv

# BUY RIGHT

**buy  
CHASE  
MULTIWALL  
bags**

Pasted Valve

Sewn valve

Pasted Open Mouth

Sewn  
Open Mouth

MORE THAN 100 YEARS' EXPERIENCE  
IS YOUR ASSURANCE OF QUALITY  
—CAREFUL WORKMANSHIP—AND  
SERVICE

PLACE YOUR NEXT ORDER  
WITH CHASE!

Chase makes consumer-  
size flour bags for hand-tie  
or automatic closing.



**CHASE BAG COMPANY**

GENERAL SALES OFFICES: 309 W. JACKSON BOULEVARD  
CHICAGO 6, ILLINOIS

30 BRANCHES AND SALES OFFICES—STRATEGICALLY LOCATED





# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

**"THIS IS LIFE"** is a 29-minute, 16-mm. sound movie, in color, produced this year for the American Meat Institute. It tells the story of the "meat team" that figures all the way from the ranches and farms of America to the consumer's dinner table. Three over-all phases are involved in the story. First, there is the nutritional value of meat, brought out vividly in both documentary and character animation; second, the work of the people of the meat industry, and third, a strong identification of the consumer audience with the subject. Through all these phases, sound, music and words complement and supplement the beautifully photographed scenes. The result is a film that provides a fine exposition of the part played by meat production and processing in the economic life of the nation.

Prints of the film are available for nationwide free loan through the 27 regional exchanges of Modern Talking Picture Service, Inc., 45 Rockefeller Plaza, New York 20, N.Y. Bookings may be made also from the American Meat Institute's headquarters at 59 East Van Buren St., Chicago 5.

The entertainment value of the film renders it adaptable to varied use. The maker of flour and bread will find it stimulating and provocative of the desire to emulate its fine qualities. It is close to the world of feedstuffs, and should have value in feed merchandising on all levels.

**The Old Testament abounds in milling references. There were four principal methods of threshing known to the Israelites, the hail, the dragged log, the wain, a triangular frame enclosing two rotating toothed cylinders and cattle, whose use evoked the command, "Muzzle not the ox which treadeth out the corn." Hand-mills were highly valued, hence "no man shall take the upper or the lower millstone to pledge, for he taketh a man's life to pledge."**

In recent years many small family bakers have either given up business or have continued their confectionery trade and purchased the bread they require from factory bakeries. The latter are blamed for the change that has occurred and that is continuing. It is not a question of maintaining inefficient businesses but of preserving a balance of trade that contributes to the economic welfare and security of the nation as a whole. The growth of the large factory concerns and the effect of the impact of these concerns on the general structure of the breadmaking trade are causing many country millers in particular to wonder whether the process has not gone far enough or at any rate to warrant some sort of inquiry.—*Milling, Liverpool.*

**The macaroni industry of the U.S. is said to be capable of producing a billion and a half pounds of macaroni yearly. In 1950 a little less than a bil-**

*lion pounds were consumed. However, per capita consumption of macaroni products rose from 4.3 lb prewar to 6.6 lb. in 1950, and the rate of increase is reported to be continuing.*

**The objective of agriculture is to provide consumers with high quality food and fiber at reasonable prices, improve the productivity of basic land resources, and contribute to higher levels of human nutrition and of living. The reward for these contributions must be an income that will provide the opportunity for a constantly rising level of living for farm people fairly related to that of other large productive groups of the nation.**

—Ezra Benson, Secretary of Agriculture.

**The chupaty, the unleavened pancake of India, sometimes has possessed terrible significance, says Lt.-Col. G. R. Stevens in his book, "Ogilvie in Canada." The Thugs, who until extirpated by the British 125 years ago strangled thousands of travellers annually, always used the words "Lao Pan" (Bring Bread) as the signal for the garroters to fall upon their victims. In the London Times of March 3, 1857, a despatch from India reported that chupatties were being passed from village to village by runners in the night. In some manner never ascertained these pancakes conveyed the signal for revolt and the date of outbreak of the Indian Mutiny.**

**POOR DOUGH**—From the "75 years ago this week" column of the Blackpool Gazette and Herald, a weekly newspaper published in the north of England since 1843: "At a meeting of the Fylde Board of Guardians an application by Mr. Dickson, baker at the workhouse, for an increase in salary from eight shillings a week to 10 shillings was

granted. Mr. Scott said the application was a reasonable one, as Mr. Dickson undertook to pay for any bread he spoiled." • • • With a wage of \$1.40 a week it is to be hoped that Mr. Dickson was the most perfect of bakers.

*The American Bakers Assn. figures it out that the commercial baking industry of the U.S. now ranks second in size among this country's food industries. It is first in size of payroll, first in number of plants, first in number of motor vehicles used and first in volume of items sold.*

The Romans were familiar with many more wheats than the early Egyptians. The difference is shown by the fact that emmer was used for bread in Egypt, whereas it made porridge for the most part in Rome. It was in Rome that fully leavened breads first began to displace earlier quick breads and that wheat first outstripped barley in human consumption.—"Flour for Man's Bread: A History of Milling," University of Minnesota Press.

*One of the early premium coupon-users was Arbuckle Brothers, which was said to offer many years ago "anything from a pair of suspenders or a toothbrush to clocks, wringers and corsets." It is believed that the Arbuckle coupon plan began about 1895, though the company had used picture cards and other types of items for some years before. The Arbuckle plan developed steadily for many years, and by 1923 the coffee company redeemed more than 108 million coupons for over 4 million premiums.*

*As late as 1881 a "sin-eater" attended Welsh funerals, to eat the bier-bread and so take the sins of the deceased.*

Too many citizens are still clinging to the apron-strings of government.—Sen. Bennett of Utah.



James M. Riley

**WINS NEW POST**—The Sutherland Paper Co. has announced the appointment of James M. Riley as assistant general manager of the parafined carton division. Mr. Riley joined Sutherland in June, 1951 handling a sales territory with headquarters in Philadelphia. He has also had previous executive experience in the paper industry, having been sales manager of a container company before joining Sutherland, where he will now work under L. J. Moore. Richard Brewer will succeed him in the Philadelphia market. Mr. Brewer is familiar with this territory having had several years' mill experience in specialty board products in the same area. He will service jobber and food chains exclusively.

## New Jersey Bakers Outline Program for 35th Meeting

**NEWARK**—The 35th annual meeting of the New Jersey Bakers Board of Trade, Inc., will take place Oct. 4-5 at the Hotel Berkeley-Carteret, Asbury Park, N.J. The convention theme will be "Come to the seashore and learn how to sell more," according to Carl J. Greus, executive secretary of the group. The "what, where, when" of the convention has been incorporated into an emblem which is being used to publicize the gathering.

The following have been named chairmen of convention activities: Hubert Berchem, general chairman; Richard Methven, displays; Paul Boruta, program, and Michael Herzog, secretary.

A tentative program has been outlined as follows:

Oct. 4—10 a.m., registration; 1-2 p.m., business meeting; 2-3:30 p.m. style show, "Company Coming" with Miss Mary Valade, Standard Brands, Inc., in charge; 3:30 p.m., viewing of exhibits; 7-8 p.m., cocktail hour; 8 p.m., president's reception, banquet and ball, Crystal Terrace, Hotel Berkeley-Carteret.

Oct. 5—All morning, boardwalk promenade and shopping for the women; 9-10 a.m., registration; 10 a.m., call to order and address by Mr. Methven, president of the New Jersey Bakers' Board; introduction of the session chairman, Mr. Berchem, first vice president of the group; 10:05 a.m., invocation, followed by



**"CHERRY PIE TIME"**—Pictured above (center) are the red-and-white streamers and stoppers and the four-color posters which were produced by the National Red Cherry Institute. They are being distributed by The Fleischmann division of Standard Brands, Inc., and other allied firms, to help the nation's bakers promote and cash in on "Cherry Pie Time" during September and October. To the left and right of the promotion materials are pictures of two types of delicious cherry pies made from filling formulas 8 & 9 in the Fleischmann Bakery Tested Formula Book. Bakers who do not have this book may obtain the two pie filling formulas from their Fleischmann representative. Four-color advertisements prepared by the National Red Cherry Institute are running in national consumer magazines.



OCTOBER 4-5, 1953  
BERKELEY-CARTERET HOTEL  
ASBURY PARK - NEW JERSEY

The keynote speech by Arthur Harrison Motley, director, Chamber of Commerce of the U.S. and president, Parade Publications, Inc., New York City; 10:35 a.m., talk by B. R. Kramer, bakery service representative, Procter & Gamble Co.; 11:10 a.m., lunch and exhibition visits; 12:30-1:30 p.m., luncheon and panel discussion with Miss Valade in charge; 1:30 p.m., talk by Peter W. Bove, sales training supervisor, New Jersey Bell Telephone Co., vice president Sales Executives' Club of Northern New Jersey, and professor of salesmanship and sales management, Rutgers University; 2:15 p.m., talk on merchandising by Charles Schupp, director Associated Retail Bakers of America, Schupp's Bakery, Washington, D.C.; 2:45 p.m., "Profits from Store Records," by F. J. Barkes, National Cash Register Co.; 3:50 p.m., "Freezing for Profit," Henry F. Voll, Bakers Weekly; 4:30 p.m., "The Windup," by Mr. Methven.

BREAD IS THE STAFF OF LIFE

### RAYMOND MALONEY GETS NEW EKCO SALES POST

CHICAGO—Tom Dillon, vice president in charge of bakery sales of Ekco Products Co., has announced that Raymond Maloney, Chicago territorial salesman, will assist him in sales management of "Ekco-Foil" baking pans and packages to the baking industry.

Mr. Maloney, who has been Ekco's Chicago salesman since 1947, will continue to serve bakery and jobbing accounts in addition to his new duties.

Mr. Dillon also announced that Robert Martin will aid Mr. Maloney with Chicago bakery sales. Mr. Martin was a Chicago salesman serving retail bakeries prior to his joining the Ekco organization a year ago.

BREAD IS THE STAFF OF LIFE

### DALLAS COMPANY NAMED BLODGETT DISTRIBUTOR

BURLINGTON, VT.—The G. S. Blodgett Co., Inc., Burlington, Vt., announces the appointment of Raleigh W. Johnson & Co. as its sales representative in the southwest.

The firm will cover Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Johnson maintains offices in Dallas under the direction of Norval A. Dahl and in Houston under the direction of Raleigh W. Johnson, Jr.

BREAD IS THE STAFF OF LIFE

### PITTSBURGH GROUP FROLICS

PITTSBURGH—The spacious country estate of Wendell Fleckenstein, Potomac Bakery, Dormont, was the playground for 150 members of the Greater Pittsburgh Production Men's Club recently for the annual stag picnic. William Giltenboth, Stover & Andrews, was general chairman.

### It Is Up to the Baker

A new nationwide campaign to promote desserts—"Dessert Festival"—will start next month and continue through mid-December. This is another feature of the Bakers of America Program and it takes its important place beside the breakfast program in February and March and the picnic promotion in July. "Dessert makes the meal" will be the central theme of the "Dessert Festival." National publicity, promotion and tie-in advertising will launch the campaign and it will continue throughout the three-month period. Feature articles will be sent to newspapers and magazines and scripts to radio and TV food editors building up bakery desserts.

"The 'Dessert Festival' is a golden opportunity for the baker to increase his dessert sales and it's up to him to join in and expand on our efforts," E. E. Kelley, Jr., president of the American Bakers Assn., has announced.

In Mr. Kelley's words, "it's up to him," the individual baker, that is, to make the most of this promotional effort. Cooperative industry advertising and promotion plans make excellent sense, because everyone realizes that competition for the consumer dollar comes first of all from

### FLEISCHMANN DEPARTMENT MOVES TO STAMFORD, CONN.

NEW YORK—The Fleischmann Laboratories of Standard Brands, Inc., has moved from its present location in Bronx County to newly acquired premises in Connecticut.

The post office address will be: Standard Brands, Inc., The Fleischmann Laboratories, Betts Ave., Stamford, Conn. Telephone STamford 48-5371.

BREAD IS THE STAFF OF LIFE

### CONNECTICUT BAKERS WILL GATHER NOV. 2

WATERBURY, CONN.—The 21st annual convention of the Connecticut Bakers Assn. is scheduled for Nov. 2 at the Hotel Elton, here.

Program features will include freezing, sales promotion and cake decorating as topics. The group's cake decorating team, which has had several appearances before women's groups and on television, will demonstrate. Also scheduled are the annual cocktail party and banquet.

the host of competing goods and services which are available to the consumer, and only secondarily from the direct competitors who make the same type of goods. But regardless of the excellence of the idea from an industry point of view, it's still the responsibility of the individual baker to make the most of these campaigns in his own specific market.

Advertising Age, the advertising trade magazine, made an interesting comment on industry-wide promotions back in 1949. This view is as true today as it was then.

"If the industry campaign is accepted as a substitute for individual effort," Advertising Age said, "the chances are overwhelmingly in favor of a magnificent flop, in which the entire industry sours on cooperative promotion. Only if those contributing in an industry campaign realize the tremendous importance of carrying on aggressive individual promotions, using the industry campaign as a backdrop and support for their own work, can such an effort hope to succeed."

The Bakers of America Program does not and can not take the place of aggressive merchandising and advertising by individual bakeries in their own market. A nationwide campaign is supplementary and long range. As Mr. Kelley has said, it is up to the individual baker to join in and expand on the national effort.

### Vas You Efer in Zinzinnati?

Vas you efer in Zinzinnati? That is the question being used by the committees planning the 1954 convention of the Associated Retail Bak-

### DEKALB, ILL., BODY FIRM NAMES 2 TO SALES FORCE

DE KALB, ILL.—E. E. Miller, president of DeKalb Commercial Body Corp., DeKalb, Ill., has announced the appointment of Bill Sayers and Robert V. Guignon to the firm's sales force.

Mr. Sayers, formerly fleet sales manager of another leading body manufacturer has been appointed fleet sales manager. In addition he will be in charge of DeKalb's Chicago sales office, supervising fleet and dealer sales in the Chicago territory. He will operate out of DeKalb's Chicago office, 706 Insurance Center Bldg., 330 South Wells St., Chicago 6.

Robert Guignon was formerly bakery sales manager with another large body manufacturer. A brother, Paul Guignon, is bakery products sales manager of Anheuser-Busch, Inc.

Mr. Guignon will act as regional sales manager for DeKalb, operating out of 3850 Wyoming, St. Louis, and covering the South and Southwestern territory for DeKalb.

ers of America, scheduled to be held in Cincinnati next March.

Whether a retail baker's answer is "yes" or "no" to the question, it will be important for him to be on hand at the Cincinnati affair when the ARBA continues its remarkable stride with what is expected to be another special convention. William F. Thie, current ARBA president and a native of Cincinnati, has reported that the retail bakers group is showing significant growth and revitalization.

Mr. Thie reports that some 300 new members of the Associated Retail Bakers of America have been added to the roles in the past few weeks, an indication of the faith and confidence for further growth and progress of the organization.

"This spirit must continue," Mr. Thie said. "It must be utilized fully to mold ourselves into a powerful unit. Once united we can accelerate our action to impress upon Mrs. Homemaker, Everywhere, U. S. A., that we deserve her respect and confidence."

Retail bakers who are not on the ARBA bandwagon should seriously consider joining the parade for their own benefit. Membership in the Associated Retail Bakers of America offers many benefits for the individual retail baker and the annual convention in itself is an inspiring highlight for every baker in attendance.

Jack Peach, western representative of the National Council of the Baking Industry, Calgary, Alberta, calls attention to a recent editorial in the Moose Jaw Times-Herald which contained the following message:

"Public opinion polls have repeatedly shown that most people think company profits account for 25 to 30¢ of the consumer's dollar, and feel that about 15¢ would be a fair margin."

"The Canadian Manufacturers' Assn. surveyed the corporate earnings of more than a thousand of the association members. Here is the result:

"The average profit margin in 1952 was 5.0¢ on the dollar. The year before it had been 5.8¢. Of the 5¢ profit, 2.2¢ went to shareholders and 2.8¢ went back into the business. So despite a huge dollar volume of sales, the profit margin throughout Canada took a definite drop in 1952."

"The survey shows how wrong people are when they accuse industry of profiteering. Profits should not be made a scapegoat by careless thinkers and talkers."

Similar surveys in the U.S. have indicated that the public has the opinion that industry is making 10 times the profit it actually is. Good business public relations calls for education along these lines and it is up to each businessman to spread the gospel that profits are not excessive and are not out of line with what they should be.

# Bakery Merchandising

## National Donut Month Promotion Ready

October is National Donut Month.

As promotion plans take final form it appears that the 1953 National Donut Month will be the most successful sales producer of the 25 successive years in which this event has been staged. And the fact that Donut Month is celebrating its silver jubilee this year is evidence enough that it has had outstanding success in past years.

Backing the promotion are the Doughnut Corporation of America, the American Dairy Assn., the Milk Industry Foundation and other organizations.

The success of National Donut Month is measured in terms of increasing sale of doughnuts by bakers who tie in with the campaign. The goal is the setting up of a larger sales quota for October which, in turn, serves as a pace-maker for increased sales during the balance of the year.

The prime object of the promotion is educating the public on doughnuts, adding new customers and whipping up doughnut excitement and sales to new highs during October.

### Dairymen's Support

Because this year's National Donut Month features a strong tie-up in the wholesome, healthful team of doughnuts and milk, the dairy industry is lending powerful support to the activity. Spearheading the powerful impact in arousing consumer interest, the American Dairy Assn. is running a full page, full color ad in the October issue of McCall's magazine. The ad shows a field of taste-tempting, golden-brown doughnuts upon which is superimposed a hand holding a glass of bubbling, appetizing milk. The text of the ad carries the theme that milk and doughnut time means good eating all around the clock. An added bright spot in the ad features a photo of funnymen Bud Abbott and Lou Costello enjoying a milk and doughnut snack while shooting their latest picture. The ad will reach over 4,400,000 families.

Over the air-waves, five shows

from the top TV "greats" will have doughnuts and milk gags, sequences and situations woven into their programs. It is estimated that over 150,000,000 Americans will receive a cheery message about the enjoyment of doughnuts and milk. In addition to this, there will be a heavy barrage of support from hundreds of radio and television shows and newspaper ads sponsored by dairies, bakers and other food companies throughout the country which will salute doughnuts and milk during the period of promotion.

Backing up the TV, radio, magazine and newspaper advertising will be a concentrated publicity campaign aimed at bringing the doughnuts and milk story into every American home at least five times. Favorable stories in national magazines, newsreels, radio, TV and newspapers will be developed.

**Local consumer advertising made available:** Local consumer advertising is designed to channel the national advertising theme into local areas in all copy subject matter—newspaper ad mats; radio script spots; bread-end-labels; poster ads for bakers trucks.

**Tie-up material available for the wholesale baker:** Store posters, counter displays, sampling units, cellophane sampling bags (with colored reproduction of Optimist Creed) a demonstration plan enlisting the cooperation of the dairy and baker to push doughnuts-and-milk as a combination double-sale unit; merchandising plan for selling doughnuts at the dairy counter; party booklets, Hallowe'en party booklets (both featuring party ideas, games, doughnuts, etc.).

**Tie-up material available for the house-to-house baker:** A special doughnut variety package and plan enabling the house-to-house baker to run a "treat-of-the-week" variety doughnut festival; flash-sheet handbills; variety stickers, truck posters, Hallowe'en party booklets, party booklets, sampling bags.

**Tie-up material available for the retail baker:** The doughnut variety program is also an important key element in the retail bakers' promotion which includes: Colorful doughnut variety posters; doughnuts-and-milk posters; a special dunking tie-in featuring dunkers' membership cards, dunkers' pins, dunking posters, dunkers' bibs, Hallowe'en party posters, Hallowe'en party booklets, party booklets, buttonhole tags.

In addition, strong emphasis has been placed on enlisting the support of routemen and grocers, a special

booklet having been provided, telling how to sell more doughnuts and milk. A sales contest for routemen is also being conducted.

BREAD IS THE STAFF OF LIFE

### Fremont, Ohio, Dubs Tony Doughnut King

FREMONT, OHIO—Anthony Szymanowski is familiarly known as Tony, the doughnut king of Fremont, Ohio.

Tony opened a bakery here in 1907, selling his first two dozen doughnuts for 40¢ and giving eight dozen away

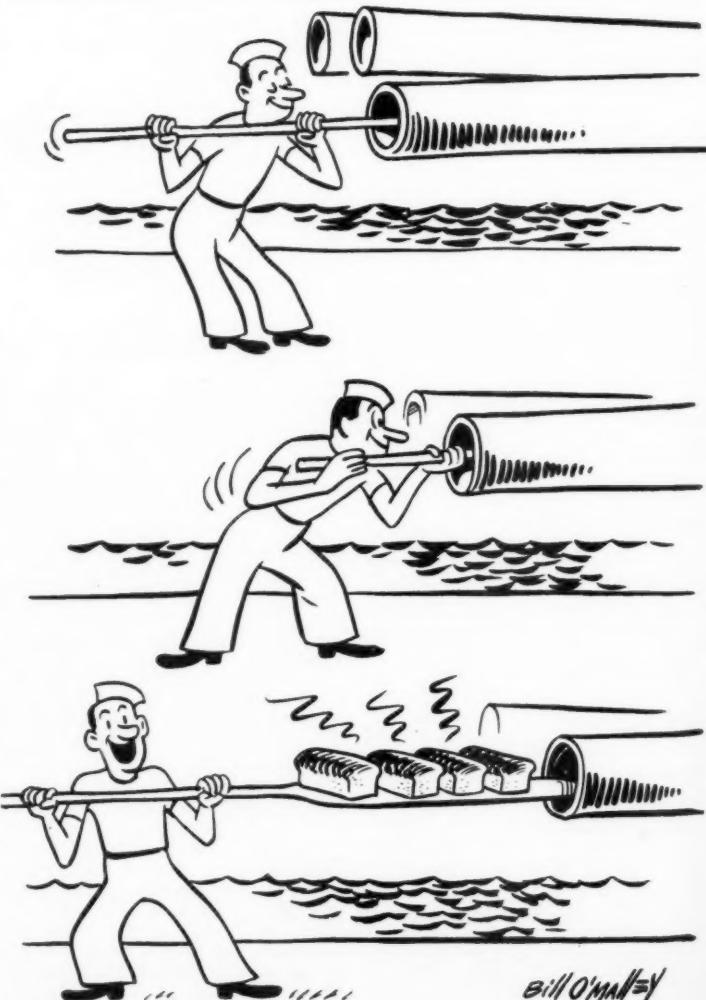
to people on the street as samples. The next day he doubled production and sold them all.

Today he owns a bakery situated on two acres of land and has one of Fremont's most successful businesses. Now 65 years old, Tony is assisted by four sons: Edward, production manager; Herman, Clemens and Anthony, Jr., department managers. The bakery employs 175 persons and distribution of its doughnuts, bread and rolls is made mainly in northwestern Ohio.

Tony's first delivery boy was Harry Titsworth, now 50, and acting postmaster of Fremont.

Coming from Poland in 1905, Tony first went to work in a Fremont foundry. In two years he decided to buy a doughnut-making machine which he set up in a shed in his back yard. It was the start of a thriving business which now grosses \$2,000,000 yearly.

Mr. Szymanowski's unusual friendliness and affability caught the attention of the staff of the Cleveland Plain Dealer which recently told his life's story in a three-column spread animated by several pictures.



Bill O'Malley



OCTOBER DONUT MONTH "bug" that can be used in tie-in advertising or otherwise used in promoting doughnuts and the Silver Jubilee of Donut Month.

## 1954 Father's Day Set for June 20

Advertising agencies, manufacturers, mills and retailers are being advised a year in advance that the date for Father's Day 1954 is Sunday, June 20. These trade interests have asked to be advised in advance of the date so that they can make their participation in this national movement that is growing in size so importantly big enough to do justice to the event.

Father's Day is now a factor in the food field just as it is in strictly men's lines, the Father's Day Council reports. It has been demonstrated that multiplying the industries in the Father's Day merchandising program has expanded the Father's Day market rather than shrunken it. The more widely the event is being displayed and advertised, the greater has grown the participation of the public, promoters say.

The purpose of this advance announcement, according to Alvin Austin, executive director of the Father's Day Council, is to make certain that all interests are informed of the official date of Father's Day and of the existence of this national cooperative promotional program as conducted by the Council, sufficiently in advance so that last minute preparations can be avoided by the trade.

Inquiries concerning Father's Day activities should be addressed to the

Father's Day Council, 50 E. 42nd St., New York 17, N. Y., Attn: Alvin Austin, executive director.

It has been announced that the Father-of-the-Year luncheon conducted by the National Father's Day Committee, a non-commercial group who have charge of the spiritual and public service phase of Father's Day observance rather than the commercial, will be held at the Waldorf-Astoria Hotel in New York City May 27, 1954. The purpose of this event is to raise the curtain on the 1954 Father's Day non-commercial seasonal activities as reflected in the events put on by churches and national organizations not interested in the business side of Father's Day, it is said.

Meanwhile, it was announced that Father's Day volume for 1953 was the greatest in history. Alvin Austin, director of the council, said that a weighted increase in volume for the week preceding Father's Day, June 21, 1953, compared with a like period in 1952, was 3.89%. This figure makes the percentage gain of Father's Day volume 796% since 1938, the base years, when volume surveys were started.

Barry T. Leithead, president, Cluett, Peabody & Co. has been elected the new president of the council. Albert Pleus, manager, sales promotion and advertising, Fleischman division of Standard Brands, Inc., has been named a member of the 12-man executive committee.

## Methods That Sell to Women . . .

### Observations Made During Tour of Many Bakeries Across U.S.

● By Dorothy Glenn



**W**E'VE JUST returned from a long motor trip. We're pleased to report that retail bakeshops can be profitable. We've seen business after business with ever increasing volume and profit. The aggressive baker isn't letting anything stand in the way that tends to decrease his volume.

There's been much written about the reducing diet and how it is cutting into baker's volume and profit. Yet, there's many a baker not affected. Why? In the words of one aggressive retail baker . . . "People enjoy good food. Men and women the world over can be tempted and persuaded when they see mouth-watering foods. I maintain the highest possible standards of appearance to tempt the shopper; and then maintain the very best quality of product to please them when they taste the goods. My advertising and point-of-sale material emphasizes 'it's good.' Then, I include just a phrase, or a memo to the customer that points up the fact that all foods are good for you and all foods should be included in any diet."

You may have the mistaken idea that this was a big-city baker speaking. No, his little bakeshop was lo-

cated in a community of about 10,000. Yes, he had lots of competition. He maintained good prices. He carried on an advertising program not only in his own community but in surrounding communities. We learned of his high quality goods in a town 20 miles away. The consensus of people in surrounding areas was that it was worth a 20-mile trip to buy his goods . . . and believe me, it was.

#### Promotions Lack Support

During the time we were making this trip, there were two industry-wide promotions going on . . . "July Is Picnic Month" and "August Is Sandwich Time." A vast amount of money was spent on display material, point-of-sale material and advertising. These campaigns had the support of numerous editorials in women's magazines, radio and TV programs.

During this time we observed hundreds of retail bakeshops. We shopped in an equal number of independent and chain grocery stores. We expected to find a large percentage of grocers utilizing the free material available, and we did. Baked goods are profitable to them, and

## OCTOBER IS NATIONAL DONUT MONTH



## The Children's Corner

Have you ever tried waiting on a parent accompanied by a cantankerous child who is so impatient that it annoys other customers and, in some cases, endangers sales? If this happens in your bakery try the following: when a prospective customer enters the store with a child, have a clerk take the child to a special place in the bakery and give him a free cookie, doughnut, specialty bread, cake—almost anything you sell in your bakery. The small fry will enjoy his treat quietly while mommy or dad makes the purchase.

the greater the volume, the greater the profit.

We expected an even larger percentage of retail bakeshops to be using these materials. We were due for a disappointment. It was inconceivable that a retail baker would pass up an opportunity like this. Well organized campaigns designed to increase his sales were being ignored.

We asked a lot of questions and were given a great variety of answers, but they can be summed up in the words of one . . . "Ah-h-h, that's their job not mine." Whose job is it, if not his? No advertising campaign in the world is worth its salt if it isn't merchandised and carried through right down to the point of a customer purchase.

"Apathy" . . . in the words of Webster, "indifference to what appeals to feelings or interest" . . . is a word that we're sorry we must use. The retail baker whose volume and/or profit is not what he'd like it to be has brought much of that situation on himself with apathy, and with a negative approach.

#### Positive Approach

Then, there's the story of the baker with the positive approach. We ran into one such baker in a predominantly farming area. Here was a baker who was in World War II and had only one desire . . . to return to a small peaceful community and own his little shop. He opened his bakeshop in a town of about 3,500, but it already had its share of bakeshops. He knew that he could make better goods, but he also knew that he had to establish a reputation.

So, he began operation with very high quality goods but featuring a date filled cookie that was extraordinarily fine. He refused to get into a price war, but maintained quality and his fair prices. Before long his reputation for fine baked goods began to spread. The date filled cookies were discussed in many gatherings and soon customers from other towns began to ask for them. Here was the opportunity he had been waiting for. Today, he packages many items for sale in restaurants and grocery stores in other communities. But, you're sure to find those date filled cookies in every grocery store and on

the counter of restaurants as far away as 50 miles.

What makes for success? Persistence is part of it, as is planning and eagerness. But, principally it's a belief in one's self and that there's business to be had. The great American public enjoys good food. They want what they want when they want it. If you seek those wants, strive to satisfy them, constantly remind the public that you have what they want with a pleasant and positive attitude, you're sure of volume and profit.

Remember too, that your competition is not the current fad, but the powerful appeal of finer foods; the aggressive campaigns of other industries on other foods. If you believe in bread and offer Mrs. Consumer a variety to choose from; if you believe in desserts and make the finest quality possible; then that belief will be reflected in your advertising, in your promotions and your sales technique which in turn will be rewarded with ever-increasing volume and profit.

That is what we learned on our trip.

—BREAD IS THE STAFF OF LIFE—

#### HOLSUM RUNS UP A FIRST

The first TV commercial in 3-D ever made has been produced by Academy Film Production, Inc., Chicago, in conjunction with the W. E. Long Co., for Holsum bread. This film is in lip-sync sound, in full color, as well as in three dimensions. It was premiered at the W. E. Long Co.'s general managers' conference in Chicago recently. Later, when 3-D television becomes a reality, it will be used on the air. Co-director of the film was Edward C. Fritz, Jr., TV Director, W. E. Long Co.

—BREAD IS THE STAFF OF LIFE—

#### ANHEUSER SIGNS BILL STERN

"Sports Today With Bill Stern," a new quarter-hour sports program will premier over the full radio network of 350 ABC stations Sept. 14, under the sponsorship of Anheuser-Busch, Inc., it has been announced by August A. Busch, Jr., president of the St. Louis firm. The 52-week contract was one of the largest radio orders placed in recent months.

## Attractive Displays Increase Sales



Attractive displays are an essential factor in increasing retail bakery sales, according to Miss Betty Smayda, speaking at a recent sales conference of Columbus Show Case Co. dealers and distributors in Columbus, Ohio. Purpose of the meeting was to teach methods of getting the most out of show cases.

Miss Smayda, whose family owns and operates an 18-unit retail bakery chain in Cleveland, stressed that displays need not be expensive or complicated to be effective. "After a short instruction period, our girls are able to do a satisfactory case display in about half an hour," she said.

Through the use of low-cost materials such as waxed paper, paper doilies and shelving strips, crepe paper and metallic foil paper, Miss Smayda created a handsome display of pies, cakes, pastries and breads in an arrangement of show cases for the more than 60 sales executives attending the meeting.

### Urge Use Of Fancy Fabrics

Miss Smayda advocates the use of fabric drapes, ranging from informal ginghams to fancy satins and taffetas, cut in 2½ yard lengths for easy adaptability to most cases and windows. For accents in her displays, she uses live greens such as maiden hair fern, lemon leaf, huckleberry, rhododendron, pine, holly, magnolia, bittersweet and prepared oak leaves. "When purchased in season, greens are not expensive, and you need only a few to do the job. I've even raided

### BAKERY PROMOTES ITSELF WITH JAMBOREE PUBLICITY

**LOS ANGELES**—"Bakers for 50,000 Boy Scouts" was intensively exploited by Van de Kamp's Holland Dutch Bakers during the recent big Scout Jamboree. The red, white, and blue motif prevailed throughout the stores and salesgirls wore large Scout scarves of the national colors. Streamers over the counters proclaimed Van de Kamp's role in the Jamboree. All paper bags were imprinted with the information about Van de Kamp's job of baking for the world's largest youth assemblage. Bakery items served to the Scouts were placed on sale with large price markers printed in red, white, and blue. Van de Kamp's was the official baker for the 50,000 Boy Scouts attending the 1953 Jamboree.

our back yard for such things as small branches from our peach tree." She warns against the use of greens such as asparagus fern, which shatter easily, or display materials such as spun glass angelhair, which is available in delectable colors but which makes the baked goods around it unsafe for consumption. Miss Smayda also recommends investing in unusual wooden or metal trays, pottery and glass bowls and plates, wrought iron and plastic containers in free form shapes.

Color is another important factor in influencing buyers. Miss Smayda recommends that weather conditions and season of the year be taken into consideration when planning a display. She favors deep, cheerful complementary contrasts or quiet harmonies in warm weather and vivid complementary colors when it is cold. "The colors you use should welcome your customers, so I avoid the use of blue almost entirely because it is a cold, forbidding color. Reds and pinks which are not so intense as to overshadow your products, and yellows are consistently safe choices."

While discussing the general types of displays, Miss Smayda pointed out that they can be built around a mass appeal ("They must be good if they expect to sell that many!") and a decorative, almost jewelry store type of display featuring just one item. She commented, "Someday I'm going to put only one hard roll in the center of a display—just like a precious stone in a jeweler's window. I'm sure it would be effective. But I'll have to wait until fall, now. I couldn't take a chance while it's hot!"

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### COOPERATION PAYS OFF

Benson's Bakery, Smith's Bakery, Peerless Bakery and the Holland Bakery, all of Salem, Ore., have found that cooperative advertising is profitable. They ran ads in Salem's two leading newspapers which featured the product being advertised with the names and locations of the four bakeries.

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### CIVIC SERVICE

The Holsum Bakery, Inc., Tampa, Fla., donates a sound truck equipped with a public address system for civic events. A courteous employee operates the truck and the equipment can be easily removed for other uses.

## Jot Down Tips, Best Sellers, Following Special Holidays

In many large department stores and other businesses it is customary to make an analysis of any special holiday or promotional selling, then file the papers and before another such event takes place, the analysis is checked. This makes it possible to avoid errors which may have made some seasonal promotion unsatisfactory.

Some of these reports go into detail and will cover a half dozen pages. Such subjects as extra help, wrappings, training, type of merchandise and similar are examined. The baker need not make such an exhaustive survey, but there are a number of items which might be checked and which may prove to be advantageous from a financial standpoint.

### Make Analysis Promptly

In large establishments it is customary to make the analysis the day following the event. This is done so that while events are still fresh in mind they may be recorded. It is better to get such facts down in black and white rather than to trust to remembering a year later what was the best selling item at Christmas or which type decorated cake went over for Mother's Day promotion.

Did you start early enough with your Christmas cakes? Did you have enough special packaging tins and were they of the right size for holding gift fruit cakes? Could you have used something larger, smaller? What type of small cakes and cookies were in most demand? Would it have helped out during Christmas week if some of these had been "frozen" earlier?

After last Christmas did you say "Next year I won't be caught short" and now you can't just remember what it was you ran short of. Better put it down on paper and not trust too much to your memory.

The same is true of summer picnic goods, of Hallowe'en, Easter, Valentine and other occasions. Analyze each special event and know definitely how many cakes or doughnuts or cookies or rolls were sold and if you were left with extras or ran short.

### Clip Ideas

Another good idea is to clip suggestions for special events—plans of other bakers, and attach these to your analysis sheet. It is a big help to have all such data in one place and where it can be easily referred to.

The small bakery owner can profit just as much by such a plan as will the larger organization. Profits from each type of organization are relative, and you can increase or lose proportionately to the amount you have invested.

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## Christmas Display by Miami Bakery Attracts Throngs

Charles M. Schwartz, publicity director and advertising manager for Fuchs Baking Co., South Miami, believes in making early preparations for his well known Christmas decorations at the plant.

Each year visitors from several hundred miles come to look at the unusual and unique displays which Mr. Schwartz has set up in front of



**RAISIN AD**—The California Raisin Advisory Board is continuing its program to promote the use of raisins on an even larger scale than in the past four years. An increased advertising budget for the 1953-54 fiscal period will be directed to showing the consumer that bakery products taste better and are better when made "rich with raisins." A full page, four-color spread in October Better Homes and Gardens and McCall's magazines will feature raisin bread. Following this will be half page, four-color ads in subsequent issues featuring cookies, fruit cake, sweet rolls and raisin bread a second time. Black-and-white ads will appear in Parents', Today's Woman, True Story and Sunset magazines. A direct approach is being made to young people in such publications as American Girl and Boy's Life, featuring eating raisins out-of-hand.

the building. These displays take a lot of time to prepare, and usually the week after Christmas finds Mr. Schwartz busy at a drawing board making preliminary plans for the next year's display. June finds all work practically completed and ready for assembling.

This year's will be a cathedral scene with a background across the front of the building showing 24 colored windows. The designs were imported from Ireland and mounted on clear plastic with glycerine. Frames are of wood with gold decal decorations. The 24 windows carry a religious theme and through the open doorway of church will be set up a life-size portrayal of the nativity.

Making the windows was a spare time activity of Mr. Schwartz, with the help of carpenters on frame work, etc. The cost of each window will be approximately \$26. Come December, with its holiday rush, the famous decorations will be ready for putting in place.

BREAD IS THE STAFF OF LIFE

## LOS ANGELES BAKERS GET TELEPHONE TIPS

**LOS ANGELES**—How good manners and common courtesy can be a real business asset was stressed in the talk given by Miss Anne Maguire, Pacific Telephone & Telegraph Co., at the meeting of the Master Bakers Retail Association of Los Angeles. When people can't see you, then your voice becomes you, she said.

Harry Becker, Manhattan Bakery, Manhattan Beach, discussed cookies from the standpoint of the prize-winning cookie creator at the Bakers Forum. Becker urged that quality and variety should be emphasized in cookie merchandising; and that weak sellers be promptly eliminated from the bakery's offerings.



**NEW CONFECTION CAKES**—Ardith Dee Bakeries, Los Angeles, has introduced three new confection cakes in cartons overwrapped with printed cellophane. Flavors are orange, date-nut and cinnamon. Milprint, Inc., of Milwaukee, designed the packaging so that only slug and color changes are necessary for the different flavors. Date-nut confection cake is marketed in a wrapper of light green. The color, orange, is used for the orange cake, and the cinnamon package is blue. Appetizing product illustrations are achieved with browns and a butter yellow which are used elsewhere in the design. Generous use of white in the design gives the package an old-fashioned, kitchen fresh touch. Five serving suggestions are offered on the back of the package overwrap. Distribution is national, according to Philip Green, Ardith Dee president.

## Dad's TV Party Cookies Boost Sales in South

Of the many projects to merchandise food products as TV snacks, one of the most successful is that of Dad's Cookie Co., New Orleans.

Otis Luker, Sr., owner of the company, observed that TV sets were changing eating habits. He decided to take advantage of the change by marketing a cookie assortment called "Dad's TV Party Cookies."

A special printed cellophane bag by Milprint, Inc., shows the variety of cookies through a "window." Orange, white and blue are the design colors.

Mr. Luker reports excellent results. "Sales are holding up while other items and sales of competitive products are not as active," he states. He also found that the TV cookie bags are good morale boosters for salesmen who like having a new item in the line to help them increase sales and volume.

Dad's "TV Party Cookies" are distributed in Louisiana, Mississippi, Alabama and parts of Florida.

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## Cake Decorator Tutors His Class

Baking school students often travel far to acquire their education but in one case it was the teacher who did the cross-country traveling to conduct a class in cake decoration.

Fred Grummig, owner of Jacques Pastry Shop, Miami Beach, Fla., was about to send his son, Alvin, who is employed in his bakery, to Chicago to perfect his cake decorating skill.

The idea occurred to the elder Mr. Grummig to invite Joseph A. Lambeth, cake decorator, to spend two weeks in sunny Florida, at his expense. One of the two weeks, he explained to Mr. Lambeth, was to

be "school week" and Mr. Lambeth was to teach his technique to both the Grummigs in the Jacques retail shop. The other week was to be a real Florida vacation.

Mr. Lambeth agreed and the Grummigs spent a highly profitable week.

Already, the elder Grummig reports, his fancy cake business has increased, sometimes as high as 65 being sold on Saturdays. A new cake price schedule is in effect and before long the entire cost of Mr. Lambeth's trip and instructions will be paid for, he states.

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## Housewife Is on the Baker's Side

**LOS ANGELES**—Long a whipping boy for the high cost of living, it is not often that the baking industry sees Mrs. Homemaker defend commercial baking. Better consumer relations might be fostered by the second of these two letters, which appeared recently in the "Letters to the Editor" department of the Los Angeles Times:

I didn't know bread prices had gone up until I saw the letter in the Times.

Why don't more housewives make their own bread? The grocery bill would come down and they would have something fit to eat.

For eight large loaves—10 pounds of flour, 99 cents; 2 yeast cakes, 8 cents; 10 teaspoons salt, 5 tablespoons fat and 10 cups water or milk. Cost 12 cents to 14 cents a loaf.

If the family is small such as mine (two people) freeze loaves after baking. They will keep for months and be just as good as the day you baked them.

If more women started baking you would soon see the price come down.

F. V. P.

v v

Re "Home Bakers" letter by F.V.P.  
The writer failed to include the cost of gas or electricity for baking bread, heating water for dishwashing,

cost of soap or detergent for the dishwashing and cost of fat and milk (if used).

Therefore, the cost per loaf of home-baked bread is somewhat higher than F.V.P. has estimated.

We have inflation and the cost of everything is too high. I am a housewife with no interest in any commercial concern. I cannot feel that making bread at home is going to reduce materially our high costs of living.

G. R. H.

BREAD IS THE STAFF OF LIFE

## AIB Staff Members Get Appointments

**CHICAGO**—Several staff members of the American Institute of Baking have been honored by appointments to committees in professional organizations recently.

Donald F. Meisner, director of laboratories, was named chairman of the test bake committee of the American Association of Cereal Chemists. He had been a member of the committee for the past two years. Its function is to improve and standardize methods for test baking of bread flours. Work is done by committee members located throughout the U.S., and is coordinated through correspondence with the chairman. The committee meets once a year, during the annual meeting of AACC.

Ellen H. Semrow, director of the consumer service department, has been named to a committee of the American Home Economics Assn. The committee was organized to study ways in which colleges and universities which grant degrees in home economics may work at the state level with business and industry on graduate fellowships.

Dr. Robert W. English, director of education, is now the new chairman of a Rotary Club of Chicago committee on youth service.

Ruth Emerson, librarian of the Louis Livingston Library at AIB for the past five years, has been chairman of the publications committee of the Illinois chapter of the Special Libraries Assn. Recently she



**ATTRACTIVE CAKES**—Fred Grummig is shown above with one of the 100-lb. cakes he recently decorated. This one was presented to the Mother Superior of St. Francis Hospital in Miami Beach on behalf of the hospital's 25th anniversary. Since he and his son, Alvin, have completed a cake decorating course, cake business has increased considerably, Mr. Grummig states. Examples of their technique are shown in the above photograph.

was appointed treasurer of a subcommittee of the publications committee, which will work in cooperation with the Chicago Library Club in drawing up a directory of libraries in the Chicago area.



Illustration Courtesy Food Topics

**PICTURES SELL**—This large, attractive book containing pictures of wedding and birthday cakes is placed on a counter for quick accessibility of customers at a United Public Market in Whitinsville, Mass. As a result spur-of-the-moment sales have increased considerably. Weights, prices and servings per cake are listed near each photo.

**fine CAKES  
and PASTRIES make  
PLEASED CUSTOMERS**



**Macaroons**

One of many  
quick-selling baking items  
made with



**Genuine\* ALMOND PASTE**

**HEIDE MACAROON PASTE**



**HEIDE KERNEL PASTE**



**HEIDE MARSHMALLOW CAKE FILLER**



**HEIDE FONDANT ICING**



Write for free copy of  
booklet "Fancy Cake Baking"

**HENRY HEIDE**

INCORPORATED

New York, N. Y.

\*Reg. U. S. Pat. Off.

**AMF BAKERY UNIT ADDS  
TO CHICAGO SALES FORCE**



William C. Shissler



James O'Dea

NEW YORK—William C. Shissler and James O'Dea have been named midwestern sales representatives of American Machine & Foundry Co.'s Bakery division, it has been announced by Morehead Patterson, AMF board chairman and president.

Both men will be headquartered in AMF's Chicago branch office, 520 N. Dearborn St., and will handle the complete AMF and AMF-Union line of bakery machinery and ovens.

Mr. Shissler, whose territory will include North Dakota, South Dakota, Minnesota, Iowa and Wisconsin, was formerly with the Fairfax Bread division of Safeway Stores, Los Angeles. A graduate of Lehigh University and the American Institute of Baking, he was also associated with E. I. du Pont de Nemours & Co.

Mr. O'Dea will cover Colorado, Nebraska, Kansas, Missouri and the lower half of Illinois. He joined American Machine & Foundry Co. in January, 1949, as installation and service

supervisor of AMF's subsidiary, Machinery Service Corp., Brooklyn. In the following year, Mr. O'Dea was transferred to AMF's Bakery division West Coast sales and service office in San Francisco. Prior to his association with AMF, he was with the Bettendorf Co., the Rock Island Arsenal and the International Harvester Co.

Additionally, Robert L. Holloway has been named chief engineer of American Machine & Foundry Co.'s Buffalo plant. One of the larger of AMF's 16 plants, the Buffalo production center manufactures breadwrappers, pretzel-tying machines, and other equipment.

Formerly manager of the special products and development section of the Buffalo engineering department, Mr. Holloway has been with AMF since September, 1946.

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**BAKERY IN NEW PLANT**

AUSTIN, TEXAS—The Kohn & Cox Baking Co. has moved into its new \$450,000 plant here. The new structure has 27,000 sq. ft. Lambuth Cox, owner, said the new machinery in the plant will enable the company to produce 75,000 1-lb. loaves of bread if the bakery operates 24 hours a day.

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**CHANGE IN FIRM NAME**

NEW YORK—Bernard L. Lewis, Inc., is now the name of the advertising agency formerly known as Publicity Associates, Inc. The company's office is at 350 Fifth Ave., New York 1, N.Y.

**Looking for Facts About the Flour,  
Feed, Grain and Baking Industries?**

*You'll Find Them In The Northwestern Miller*

**1953 ALMANACK**

This comprehensive reference book of facts and statistical information is published annually as a supplement to The Northwestern Miller. It brings together much valuable material to be kept for easy-to-use reference throughout the year.

**STANDARD FEATURES ARE:**

**FLOUR—**

Packaging Laws  
Production  
Exports and Imports  
World Import Duties

**BAKING—**

State Baking Laws  
List of Industrial Movers  
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Census Report  
List of Largest Bakeries

**GRAIN—**

Wheat Standards  
Corn Standards  
Contract Grades  
Elevator Capacity

**FEEDS—**

Rules Governing Feed Trade  
Definitions of Grain By-Products  
Feedstuffs Analysis Table  
Farm Animal Population  
State Laws

**FOREIGN—**

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The Almanack Number is available without charge to new subscribers of The Northwestern Miller on request and is sold separately at \$2 per copy.

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Please send the Almanack without charge and enter my subscription to The Northwestern Miller—one year, \$4; two years, \$7.

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## Fleischmann Movie

### Enthusiasm Greets Filmed Tribute to Bread, Bakers

NEW YORK—The Fleischmann division, Standard Brands, Inc., has announced that its 16 mm. "bakers'" version of the motion picture, "Land of Everyday Miracles" is now being booked for fall release to the nation's schools and colleges, and for immediate showings to bakery and consumer groups of all types.

Judging from the enthusiastic reception and endorsement given to the film at special premieres for school authorities, it is predicted that this 26½ min. sound and technicolor tribute to enriched bread and the baking industry will soon be seen by millions of school-age Americans.

An equally widespread distribution of the Fleischmann film is anticipated among the millions of adult consumers who will be given an opportunity to see the film in their churches, civic and fraternal organizations, women's clubs and industrial associations.

Encouraging confirmation of the belief that the 16 mm. version of "Land of Everyday Miracles" will receive the widest possible school distribution was first given at a special school and baker premiere at Reading, Pa., the same city which successfully launched theatrical distribution of the film 18 months earlier.

Following a luncheon-meeting given by William Maier, Maier's Bakery, the 16 mm. version was shown to leading bakers and to representatives from schools and colleges in the Reading area to determine demand for future showings.

As previously indicated, the reaction of the Reading school group, representing all of the elementary schools and high schools in the city, was enthusiastic, with assurances being given that "Land of Everyday Miracles" would be booked for showings when the school year opened.

#### Endorsements

Consensus of the group was well expressed by LeVan P. Smith, dean of Reading's Albright College, whose endorsement said, in part:

"The film was exceptionally well organized and presented a fine picture of Americana. It is well worth the time of every student in the schools of our country to spend 20 min. in seeing a visual portrayal of the factors which have produced the American Way of Life."

The enthusiastic Reading endorsement of "Land of Everyday Miracles" was repeated later, when the film was shown at a special premiere for over 500 teaching sisters during a summer school session of Fordham University's school of education. Asked to give their written comments on the film, the group's reaction was unanimously favorable, as indicated by the following excerpts from the written reviews:

"...Excellent! It will give all who see it an appreciation of the ingenuity that has made America great—the thought and experimentation that goes into the making of such everyday, commonplace miracles as bread."

"...Highly educational—A splendid exposition of the baking industry. But most of all, it makes us deeply proud of our heritage."

"...Gives us an inkling of a great industry we take for granted."

"...Liked the picture very much—the historical and patriotic background—the growth of industry and the presentation of baking as a scientific and social-serving skill."

Especially gratifying to the picture's producers was the comment of Rev. Philip H. O'Neill, S.J., assistant dean of the school of education, who wrote that "You are offering a public service in producing such a film."

This favorable reaction to the 16 mm. version of "Land of Everyday Miracles" is to be expected since it was specially produced to reach these school and consumer group audiences and to follow through on the public relations message so successfully delivered by the theatrical version of the film, during 1952 and 1953, to over 24,000,000 moviegoers in some 4,500 theatres in 2,000 cities.

The 16 mm. school and consumer group version has an additional 9½ min. devoted exclusively to the story of baked products and to the size, scope and importance of the baking industry, and thus is an ideal vehicle to follow up the enriched bread story told in the shorter theatrical version.

#### Tribute to the Baking Industry

In addition to repeating the theatrical version's magnificent tribute to enriched bread as "An Everyday Miracle," the school and consumer group version describes the work being done by the American Institute of Baking, the bakery associations, the bakery trade press, bakery training schools and on-the-job bakery training programs.

Because of these industry-building sequences, the longer film will be most helpful in enlisting the interest of America's youth in baking as a career, while it generates pride and satisfaction among present employees at being part of such a great and growing industry.

Still another valuable sequence included in the 9½ extra minutes of the 16 mm. version of "Land of Everyday Miracles" is designed to actually "sell" school and consumer group audiences on the quality and variety of commercially baked products, while a final dazzling display sequence sells the idea of extra uses of bread and rolls, with and between meals by glorifying the all-American "sandwich."

According to the Fleischmann operating plan for school distribution, much the same approach to school distribution will be followed in all communities as was used in Reading, Pa. First, a preview meeting and showing of the film for all interested bakers, then a special showing for the community's school authorities to arrange for school distribution, and then individual baker sponsorship of bakery employee showings and consumer group showings.

To further assist bakers and Fleischmann representatives in obtaining school bookings, and as a teacher's aid in heightening student interest in the film's story, Fleischmann has prepared an educational and attractive "Land of Everyday Miracles" school folder containing an illustrated story synopsis and a detailed guide for quiz questions to be given following each school showing. A separate folder is also to be made available which will feature impressive endorsements of the film by outstanding visual education authorities.

It appears that the 16 mm. version of "Land of Everyday Miracles" will prove to be a worthy successor to the line of Fleischmann public relations films which started with "The Modest Miracle," in 1942, "Golden Glory," in



**PREMIERE OF BREAD MOVIE**—Pictured above, left, is the "Land of Everyday Miracles" school folder which bakers and Fleischmann representatives can use to help book the film with the same name for school showings. Three of the men responsible for the special premiere of "Land of Everyday Miracles" for public school authorities at Reading, Pa., are: Harold Kleindienst, Standard Brands, Inc.; William Maier, Maier's Bakery, Reading, Pa., and Vernon Bush, Standard Brands. This premiere resulted in unanimous endorsement of the film for school showings. An equally impressive endorsement came from Fordham University when "Land of Everyday Miracles" was shown to over 500 teaching sisters during the school of education's summer session.

1944 and the theatrical version of "Land of Everyday Miracles," in 1952 and 1953.

Like all of these predecessors, the 16 mm. version of "Land of Everyday Miracles" promotes the importance of enriched bread as "An Everyday Miracle." However, this school and

consumer group version does an equally compelling job of selling the baking industry to present and future employees and future bakery customers. Many bakers are expected to arrange for all types of school and consumer group showings of "Land of Everyday Miracles."

## Interested . . .

... in Higher Profits Through

New Products ?

New Varieties ?

New Toppings ?

New Methods ?

**See Page 80**



**MINNESOTA CHAMPION**—A low net score of 67 turned in by Gilbert Gustafson, Gustafson Bakery, Duluth, Minn., won the John O. Lanpher trophy emblematic of the Minnesota Baker-Allied golf championship at the annual outing held near Minneapolis Aug. 4. Awarding the trophy to Mr. Gustafson is Carl Bergquist, Zinsmaster Baking Co., Minneapolis (left), president of the Associated Bakers of Minnesota, and general chairman of the outing. Looking on is Paul Storwick, Storwick's Bakery, Minneapolis, elected chairman of the 1954 outing. Nearly 150 golfers took part in this year's tourney.

## Shortening Stability Papers Published

CHICAGO—The publication of the proceedings of a symposium held at the Quartermaster Food and Container Institute for the Armed Forces in Chicago in January on the "Stability of Shortenings in Cereal and Baked Products" has been announced by Dr. Donald K. Tressler, scientific director.

The publication is composed of technical papers on the shortening problem delivered before representatives of industry, government, and university research organizations. Purpose of the symposium was to review the problem of stability in cere-

al and baked products used by the armed forces. Attention was concentrated on the merits and limitations of various types of fats of actual or potential use in rations, with specific regard to their use in items where long-term stability under non-refrigerated storage and handling conditions is a critical requirement. This information will be useful in developing products to meet conditions of field storage and use.

Past and present work at the institute on shortenings used in cereal and baked products is reviewed in the booklet. In addition, there are discussions of the use of vegetable fats, animal fats interesterified fats, and soybean oil shortening. Various problems associated with the use of these fats in crackers, cookies, and prepared mixes were considered at the symposium by J. Micka, United Biscuit Co., T. E. Hollingshead, Independent Biscuit Manufacturing Co., Inc., and W. H. Goss, Pillsbury Mills, Inc. H. T. Spannuth, Wilson & Co., C. E. Morris, Armour & Co., and A. E. Bailey of the Humko Co. described the functions and merits of specific fats, and J. C. Cowan, Northern Regional Research Laboratory, U.S. Department of Agriculture, summarized the current status of knowledge regarding soybean oil shortening revision.

The booklet is the second of the series on Food Stability, a section of the "Quartermaster Food and Container Institute Surveys of Progress on Military Subsistence Problems of the Armed Forces." The first number of this series was entitled, "Contributions of Browning Research to Ration Item Stability." The 46-page booklet on the stability of shortening was printed with funds appropriated by the Research and Development Associates, Food and Container Institute, Inc., 1849 W. Pershing Road, Chicago, and is available from this non-profit organization at cost of publication, \$1.

—BREAD IS THE STAFF OF LIFE—

## CONVENTION DATES SET BY MINNESOTA BAKERS

MINNEAPOLIS—The 1954 convention dates for the Associated Bakers of Minnesota have been set for May 3-4, it has been announced by J. M. Long, secretary.

The convention will be held at the Lowry Hotel, St. Paul.

## CHICAGO BAKERS CLUB STAGES FINAL OUTING

CHICAGO—A new record in the value of prizes awarded at an outing of the Bakers Club of Chicago was hung up at the Elmhurst Country Club in Chicago, Aug. 18.

Prizes to the tune of \$1,800 were distributed at the second and final golf outing of the season for the club, as compared to \$1,500 shared among the prize-winners at the spring outing June 16.

A heavy attendance, estimated at around 260, came to enjoy the day of frolicking with perfect weather. Top golfer of the day, and winner of the president's cup, was William R. Reid, Jr., Rainbo Bread Co., Aurora, Ill. His low net of 74 for the day coupled with a 67 registered at the spring outing, gave him a total of 141 strokes under the Peoria system of handicapping.

Other prize-winning golfers were: Edward E. Melton, Commander-Larabee Milling Co., Chicago; Charles D. Grennan, Jersey Farm Baking Co., Chicago; John A. Revord, Sterwin Chemicals, Inc., Chicago; Walter H. Rose, Chapman & Smith, Melrose Park, Ill.; Harry S. Keller, Keller & Co., Chicago; Winslow D. Collier, Bakers Review, Chicago; Charles W. Lubin, Kitchens of Sara Lee, Chicago; Arthur J. Ellis, Farm Crest Bakeries, Inc., Detroit, Mich.; Willis M. Foster, Bowman Dairy Co., Chicago.

P. E. Minton, American Molasses Co., Chicago, was top man at horse-shoes, and Charles H. Barthel, Brolite Co., Chicago, won the top non-participant prize. Mr. Barthel also won the television set in the T-V contest. Second winner in this contest was Vic Myers, Sterwin Chemicals, Chicago. Joseph F. Fasano, Fasano Pie Co., Chicago, was awarded a special prize because his birthday fell on the day of the outing.

As usual, a sumptuous buffet luncheon was served, topped off in the evening by a steak dinner. George Burny, Burny Bros., Inc., was chairman of the entertainment committee. Arthur L. Beaver, the Humko Co., was co-chairman. Franklin J. Bergenthal, Bergy Materials, Inc., led the community singing, with Joseph T. Shuflikowski, Jos. T. Shuflikowski Co., Chicago, at the piano. Miss Gloria Gaddini, contract stenographer for the Bakers Club, entertained with singing. She was accompanied by Amiel Sterbanc, American Maize Products Co., Chicago.

—BREAD IS THE STAFF OF LIFE—

## KEHR PAPER COMPANY MAKES NAME CHANGE

PHILADELPHIA—Kehr Paper Products Co., Philadelphia, has changed its company name to Kehr Products Co., with the new signature design emphasizing flexible packaging.

The company, organized in 1942, was first devoted principally to the production of paper bags but has since expanded in the packaging field.

All inquiries should in the future be addressed to: Kehr Products Co., 401 N. Broad St., Philadelphia 8, Pa.

—BREAD IS THE STAFF OF LIFE—

## FORMS BAKERY SUPPLY FIRM

NEW YORK—Robert F. Poff has announced formation of his own brokerage business, handling bakery supplies. Mr. Poff was formerly sales manager, shortening division, E. F. Drew & Co., Inc., and will specialize in shortenings and paper products for the baking trade. His offices are at 75 West St. and the company is known as Baking Supplies Sales Co.



L. P. Kenney

## COCHRAN FOIL PRODUCTS ADDS 3 MIDWEST BROKERS

LOUISVILLE—Paul H. Prentiss, central division manager, Chicago, of Cochran Foil Products Co., Louisville, Ky., announces the following appointments of broker-representatives for Cochran's line of aluminum foil pie and tart plates and rectangular foil pans:

L. P. Kenney, Milwaukee, for Wisconsin.

Rol Miller & Sons, Webster Groves, Mo. for southern Illinois, St. Louis and eastern Missouri.

E. W. Carlberg Co. for Kansas City, western Missouri and Kansas.

The addition of well-known brokers to Cochran's sales organization is part of the augmented Cochran sales program.

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## DRIED EGG PRODUCTION RISES OVER 1952 TOTAL

WASHINGTON—Dried egg production during July totaled 2,088,000 lb., compared with 1,664,000 lb. in July last year and the 1947-51 average of 7,320,000 lb., the Bureau of Agricultural Economics reports.

July production consisted of 1,142,000 lb. of dried whole egg, 538,000 lb. of dried albumen and 408,000 lb. of dried yolk. Production during July last year consisted of 392,000 lb. of dried whole egg, 592,000 lb. of dried albumen and 680,000 lb. of dried yolk.

Liquid egg production during July totaled 21,263,000 lb., compared with 21,913,000 lb. during July last year and the 1947-51 average of 45,704,000 lb. The quantities used for immediate consumption and freezing were smaller than a year ago.

Frozen egg production during July totaled 15,940,000 lb., compared with 16,595,000 lb. in July last year and the 1947-51 average of 19,243,000 lb.

Frozen egg stocks decreased 5 million lb. during July, compared with 3 million lb. in July last year and the average decrease during July of 5 million lb.

—BREAD IS THE STAFF OF LIFE—

## DETROIT BAKERY BUILDS MT. CLEMENS WAREHOUSE

MT. CLEMENS, MICH.—The Mills Baking Co., Detroit, is constructing a \$100,000 warehouse here and plans to have it completed by October.

The structure will house 25 delivery trucks and has an area of 10,000 sq. ft.



John W. Linden

**JOINS INLAND**—John W. Linden has joined Inland Mills, Inc., Des Moines, as sales manager, according to an announcement by A. A. Cavey, vice president and general manager. Sales director of the Valler & Spies Milling Company, St. Louis, for the past six years, Mr. Linden has been active in the milling industry since 1935. At one time he was district sales manager for the Omar Milling Co., Omaha. He is a member of the Bakers Club of Chicago.

—BREAD IS THE STAFF OF LIFE—

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## Chemists Hear Talk on Chemical Leavening Agents

WICHITA—A discussion of chemical leavening of bread was one of the features of a meeting recently of the Pioneer Section of the American Association of Cereal Chemists. Approximately 40 members attended the session at the Allis Hotel.

Roland W. Selman of R. W. Selman & Associates, Kansas City, describing "A Novel Approach to Bread Making," explained that he and his associates have worked out a process for the chemical leavening of bread. Loaves of bread and sweet goods were displayed in which hydrogen peroxide was used as the leavening agent, and uniform and smooth grain and texture were noted.

He explained that chemical leavening agents do not impart flavor, and he went on to say that yeast fermentations have been developed and brewed separately from the baking process and then added to the baked products to add flavor. Because of separate brewing of yeast, he said, it is possible to produce many fermentations by varying the substrate ingredients, each of which impart a distinct flavor to the baked product.

Mr. Selman indicated that flour from potatoes, rice and corn each gave a separate flavor to bread. Materials such as rancid butter added to the ferment will give specialty flavor to chemically leavened products, he said.

He said the bread demonstrated was produced by merely placing a piece of dough from the divider in the pan and allowing it to "proof." No "make up" is required, he said.

A discussion of the 1953 wheat crop was another highlight of the meeting. A survey of the crop was prepared by R. B. Potts of Wichita Flour Mills and read by Homer Poe of the same company. There was considerable discussion by the group following this report, which Mr. Potts summarized by saying there was a large increase in shorter mixing time wheats in northwest Kansas and southwest Nebraska.

The chemists expressed concern over a lack of strong wheats and an invasion of weaker wheats into the strong wheat areas. Members were urged to acquaint mill management with the situation and to seek close cooperation from management with farmers, county agents, 4-H groups and crop associations to improve the situation.

A program already under way in Sumner County, Kansas, was described by G. W. Schiller, Hunter Milling Co., Wellington. Each year the Wellington Chamber of Commerce sponsors a wheat festival in which farmers enter samples for judging and win prizes. The festival includes a special program to point out the need of better varieties.

J. M. Doty of Doty Technical Laboratories, Kansas City, spoke on "Ways and Means of Making the Laboratory More Valuable to the Flour Mills." He said that a mill chemist's first duty to his company is help devise ways to make a profit for the company. A chemist also should cooperate with all other departments of the company, and he should do some creative thinking and not be satisfied with doing only routine work.

A report on the national cereal chemists' convention in Buffalo was given by L. D. Longshore, New Era Milling Co., Arkansas City, Kansas. Dr. John Johnson of Kansas State

College announced the annual Tri-Section meeting to be held Oct. 2-3 in Manhattan.

—BREAD IS THE STAFF OF LIFE—

### NEW YORK BAKERY EXPANDS

VESTAL, N. Y.—Hill's Bakery is in the process of letting contracts for a \$150,000 expansion program for its local plant. J. K. Moyer, general manager of the bakery, said the expansion program calls for two additions to its present \$150,000 plant. The bakery is located on a six-acre site. Plans call for a 90x120 ft. addition to the south end of the present building. It will be used to house bread and cake baking facilities. The other addition will be a 30x65 ft. office building at the southeast end of the plant. The present building, part of which is now used for cake baking, will be used as a loading and distribution point, Mr. Moyer said. Currently, most of the bakery staff is working at the Hill plant on Gaylord St., Binghamton. The firm will have 67 employees at Vestal when the plant is completed, possibly later this year.

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### FRED GRIFFITH RETIRES FLEISCHMANN POST

SPOKANE, WASH.—Fred Griffith, Fleischmann division sales representative, for the Spokane area of Standard Brands, Inc., retired recently, after 38 years of service. A luncheon was held in his honor at the Davenport Hotel in Spokane Aug. 8. Some 70 bakers and restaurateurs in the Pacific Northwest were present to express their best wishes to Mr. Griffith.

Company officials who attended included J. Paul Bryant, vice president in charge of the Fleischmann division; Walter J. Malberg, assistant sales

manager, Fleischmann division, and Philip I. Eisenmenger, assistant to the vice president. Among the other guests were two long-time friends and former associates of Mr. Griffith, Edward C. Fleischmann and O. B. Rasmussen, both retired.

Mr. Griffith joined the Fleischmann Co., now part of Standard Brands, Inc., Dec. 1, 1915, as a clerk in the sales promotion department. He subsequently held the positions of agent, agency manager, area manager and branch manager in Spokane.

Doyne A. Mitchell, who also attended the luncheon, has assumed Mr. Griffith's duties in the Spokane area.

—BREAD IS THE STAFF OF LIFE—

### GORDON HAMILTON GETS CONTINENTAL PROMOTION

DALLAS, TEXAS—Gordon Hamilton, an employee of the Continental Baking Co. for 15 years, has taken over as manager of the Dallas plant and all Texas agencies.

Continental agencies in Houston, Fort Worth, Beaumont, Tyler, Austin, and San Antonio are among those under Mr. Hamilton's management.

He comes to Dallas after serving as sales manager for the New England area.

—BREAD IS THE STAFF OF LIFE—

### TWIN CITY BAKERS' PACT

MINNEAPOLIS — A two-year wage contract covering about 1,200 employees of 16 major wholesale bakeries in Minneapolis and St. Paul has been negotiated. The new contract, retroactive to May 1, provides for increases of 10c and 11c an hour, with the larger increases going to the higher paid employees. Another 9c an hour raise will be paid May 1, 1954.



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**2,000,000 Lb. of Bread a Week****Mrs. Baird's Opens New Dallas Plant**

DALLAS—On Aug. 25 the huge new Mrs. Baird's Bread Co. bakery, recognized as one of the largest and most modern automatic plants in the nation, began serving Dallas and the surrounding trade area.

At normal operating capacity, the new plant can produce more bread in a single day than an average Texas family would consume in 500 years. Operating at maximum capacity, the new plant could produce 2,000,000 lb. bread each week—enough to keep 1,340,000 Texans supplied with normal daily bread needs.

Test bakes have been conducted for more than two months in the huge plant, which has over 140,000 sq. ft. under roof, and is located on a 6½ acre plot, and houses two separate automatic bakeries. It is said to be the nation's first completely air-conditioned bread baking plant.

"A formal opening will be held in the fall," explained Roland W. Baird, vice president and treasurer of Mrs. Baird's Bakeries, Inc.

**Personnel**

The new plant is under the management of Roland W. Baird, who built the first Dallas plant in 1928. Design and construction of the plant was under the supervision of W. D. Baird, vice president. Other key executive personnel at the new plant includes C. C. Gressett, plant manager; R. W. Baird, Jr., assistant plant manager; A. P. Martin, assistant manager in charge of sales, and James P. Carr, production superintendent.

With its history-making electronic equipment, the new plant is a far cry from the tiny kitchen in which Mrs. Ninnie Baird, company founder and now chairman of the board, baked her first commercial loaves 45 years ago. In contrast to the gleaming white 110 ft. ovens in the new Dallas plant, Mrs. Baird's first oven was a small shoulder-high unit little larger than a kitchen refrigerator.



**MRS. BAIRD'S PLANT OPENS**—This huge new Mrs. Baird's Bread Co. plant began serving Dallas and the surrounding trade area Aug. 25. The new Dallas plant houses two separate automatic bakeries under one roof. It is said to be the nation's first completely air-conditioned bread plant. The plant has over 140,000 sq. ft. under roof and is located on a 6½ acre plot. Operating at maximum capacity, the new plant could produce 2,000,000 lb. bread each week—enough to keep 1,340,000 Texans supplied with normal bread needs.

Mrs. Baird's new plant houses two complete automatic bakeries under one roof. The two bakeries operate independently and are separated by only a few feet of open floor area. Both are identically equipped and move flour and other ingredients from initial blending, through each baking process, and right up to the truck loading plant. Three hundred and seventy-five electric motors are required to operate the automatic equipment. Fourteen photoelectric "eyes" check operation of conveyors and automatic loading and unloading devices. If pans fail to move properly on conveyors, the "eyes" sound a warning bell and stop the conveyor involved. The full automatic operation is interrupted at only one point—to allow highly-desirable "twisting" of dough pieces. "Twisting," the Baird's explain, greatly improves texture, flavor, and keeping qualities of bread.

A pneumatic flour system moves flour by air pressure through completely enclosed pipes. Replacing the conventional system of mechanical

screws, air pressure moves 250 lb. flour a minute from storage bins to mixers. Air continues to rush through lines when flour is shut off, keeping the lines clean. Shortening is also dispensed automatically.

Other outstanding equipment includes 330 ft. steam proofing tunnels, synchronized with 110 ft. long automatic ovens, the largest final mixers ever manufactured, unique conveyor systems with automatic loading devices, and "push-button" control panels that operate steam proofing tunnels, ovens, slicing and wrapping machines, and all plant conveyors.

Here are some outstanding details about the new plant's equipment:

**Steam proofing tunnels:** Each is 30 ft. longer than a football field and has a capacity of 7,000 1 lb. loaves an hour. Here dough rises to proper size at carefully regulated temperature and humidity.

**Mixers:** The two final mixers, designed especially for the new plant, are the largest ever built and currently the only such mixers in use. Each mixes one ton of finished dough at a time.

**Ovens:** Each of the two bakeries has its own fully-automatic 110 ft. oven. Outstanding feature of these ovens is the new "depanner" that (1) Removes lids from pans (2) Tilts and unloads freshly-baked bread from 20 pans at a time (3) Sends freshly-baked loaves to cooler on sanitary steel conveyors (4) Sends pans on conveyor to pan cooler and (5) Sends lids back to oven entrance to be put on pans as they enter oven.

**Pan grouper:** A unique new device that works much like an automatic railway switch. Located at the intersection of two conveyors, the pan grouper automatically unites two lines of steadily-moving loaded pans into a single line. Photoelectric "eyes" let first one pan and then the other slip into the single line of traffic.

**Pan divider:** A novel device that methodically divides a single line of moving pans into two lines. A single T-bar pivots from side to side as pans approach, alternately moves pans into two lines. When the night's bake is finished, empty pans are automatically switched to a siding where they wait neatly stacked for the next day's bake.

BREAD IS THE STAFF OF LIFE

**NAMED TO SALES POST**

DAYTON, OHIO—Jack Moore has been appointed sales representative of the Specialty Papers Co. to travel

in West Virginia, Kentucky, Southern Ohio, Indiana, Illinois and Pittsburgh. G. E. Bourne, sales manager, who made the announcement, said that Moore's duties will involve the sale of all company products including waxed paper, films, foils and special laminated packaging materials. John Hubler, who formerly traveled in the territory, has rejoined the home office sales department.

BREAD IS THE STAFF OF LIFE

**INDIANA BAKERS HOLD ANNUAL PARLEY, OUTING**

INDIANAPOLIS—The Indiana Bakers Assn. held its annual bakers' conference and outing at the South Shore Inn on Lake Wawasee, Syracuse, Ind., Aug. 23-25 with more than 80 in attendance.

Banquet speakers on the evening of Aug. 24 were Curtiss Scott, chairman of the American Bakers Assn. board of governors, and Ed. Long, Valier & Spies Milling Company.

The golf tournament was played at the South Shore Country Club with 32 participating. The winners were:

**Bakers:** First low gross—83, George May, Stewart Bakery, Inc., Rochester, Ind.; second low gross—91 (tied), Homer Gultiz, Midland Bakeries, Terre Haute, Ind.; second low gross—91, Charles Stewart, Stewart's Bakery, Bremen, Ind.; third low gross—93, Al Petry, Crown Bakery, Crown Point, Ind.

**Allied:** First low gross—80, Wm. Leman, Jr., Tenant & Hoyt Co., Bremen, Ind.; second low gross—82, Jim Pater, Ray C. Pater, Jr. & Associates, Cincinnati; third low gross—87, Reed Blomberg.

BREAD IS THE STAFF OF LIFE

**AIB WILL CONDUCT 3 SANITATION CLASSES**

CHICAGO—Three four-day courses in the principles of bakery sanitation will be conducted during September by the American Institute of Baking. Two of the three courses are limited to personnel of Interstate Bakeries Corp., and the third is open to general registration. It is No. 29 in the series of special courses in bakery sanitation, and will be held at the Institute Sept. 25-28.

BREAD IS THE STAFF OF LIFE

**PHILADELPHIA BAKERS' OUTING PLANS READY**

PHILADELPHIA—The annual outing of the Bakers Club of Philadelphia will be staged at the Galen Hall Hotel, Wernersville, Pa., Sept. 18-20, reminds G. A. Landenberger, secretary of the organization.

Among the many sports attractions will be golf, with Marshall cup play and the kicker's handicap scheduled. Other events will include a cocktail party, floor show, prizes, and dancing on the evenings of Sept. 19-20.

**HOLE IN THE GROUND THREATENS BAKERY**

BERWICK, PA.—A gaping hole in the ground near the Vaughn Bakery, Berwick, Pa., threatened to swallow the bakery building recently. Reportedly caused by subterranean water, the hole measured 40 feet in diameter and 30 feet in depth and came within 15 feet of the bakery. The bakery's owner, Hugh Vaughn, was also concerned about his home which is adjacent to the bakery. At last report the home was hanging 15 feet over the edge of the hole.



**BREAD INSPECTION**—Every morning in each plant of Mrs. Baird's Bread Co. members of the Baird family meet with production superintendents to analyze the previous night's bake and suggest improvements. Above, in a typical morning session at the new plant, are (left to right): W. D. Baird, vice president in charge of production for all Baird Bakeries; James Carr, bakery superintendent; Roland W. Baird, Sr., vice president and treasurer of Mrs. Baird's Bakeries and head of the Dallas plant, and R. W. Baird, Jr., assistant manager of the Dallas plant.

## Last Ehly Bakery in Kansas Closes

LOGAN, KANSAS — For the first time in 70 years Kansas is without an Ehly bakery.

The late Gus Ehly—70 years ago—began a bakery which was the first of

numerous bakeries operated by four sons and four grandsons.

The sons were George, who operated a bakery in Mankato; Louis, who had one in Smith Center; Bill, who was located in Osborne, and Leo, whose bakery was in Norton and later in Logan.

The brothers operated their bakeries as separate units although many believed they were operated as a family chain.

As the grandsons of the founder grew up, Gus Larzalere opened a bakery in Hays. His brother Charles Jr., ran one at Colby. Another

brother, Tom, worked for the Smith Center bakery. Their cousin, Donald Shields, worked for his uncle, George, at Mankato.

Fifteen years ago, Leo Ehly closed his bakery in Norton to open one at Logan. It was its sale recently that closed out the family's bakeries.

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## MACHINERY FOR SALE

**UNION AUTOMATIC BUN MACHINE**, Model "D," Serial No. 1009D, New July 17, 1950. No hard usage. \$2,750. f.o.b. Detroit. Magnuson Food Products Corp., 3142 Cass Ave., Detroit, Mich.

**ONE PRACTICALLY NEW CECO SEALER**. Glue sealing Machine, Model A-3901-12, adjustable carton size. Good for sealing boxed cakes, prepared mixes, etc. Cost over \$4,000. Will sell for \$2,000. f.o.b. San Antonio. Richter's Bakery, P. O. Box 1039, San Antonio, Texas.

## USED BAKERY EQUIPMENT FOR SALE

**MIXERS:** READ, type D, 3 speed, 80 qt. capacity complete with 1 H.P., 3 phase, 60 cycle, 220 volt motor, chain driven, with removable beater and tinned mixing bowls. These machines are older models but have been gone over in our shop and have been refinished. At our prices, they are good buys.

1 Serial 22470 with 3 bowls..... \$275  
1 Serial 20388 with 2 bowls..... \$250

**DOUGH TROUGHS:** READ, and D DAY makes, about 92" long by 27" wide by 21" deep inside dimensions on 4 double wheeled swivel casters. Reinforced top edge, sloping front and back and fixed ends on 9 of the trucks and removable ends of one. Good condition.

10 Available, each .....

**WIRE RACK TRUCKS:** UNION make, 69" long by 28½" wide by 20" high, with 10 wire rack shelves made of angle irons and ½" dia. wire spaced ¾" c.c. shelves spaced 7½" apart. Trucks have 4 steel swivel casters and are of galvanized construction in good condition. 36 Available, each .....

**PAN TRUCKS:** UNION make, 47" wide by 26" deep by 70" high with 13 shelves spaced 5" apart having two wire bound steel pans size 21" by 25" shelf, or a total of 26 pans per truck. Trucks have 4 steel swivel casters and are of galvanized construction in good condition. 30 Available, each .....

**PAN OR TRAY RACK TRUCKS:** UNION make, treo type with 18 round steel rod shelves, spaced 3" apart on each side of supports to support 36 pans per truck. No pans available. Truck 34" wide by 23" deep by 70" high and equipped with 4 steel swivel casters. In good condition. 13 Available, each .....

**RACK TRUCKS:** UNION make, galv. steel construction 45" wide by 37½" deep by 70" high, with 11 permanently fastened lattice type shelves spaced 6" apart; truck having 4 steel swivel casters. Lattice shelves made of steel strips 1" wide spaced 3" by 8" apart, making 3" by 8" openings therein. In good condition. 5 Available, each .....

All the above in good usable condition and anything can be returned for full refund if unsatisfactory, provided return freight is prepaid. All prices are net F.O.B. St. Louis, Mo. Cash-with-order, subject to prior sale.

**DOHM & NELKE, INC.**  
7700 E. Railroad Ave., St. Louis 15, Mo.

## SITUATIONS WANTED

### I am OLE THE OVEN OILER

I do a real good job real fast, keep wasted lubricant down to a minimum and I don't dirty up your nice clean floors. The guys I work with in lots of other bakeries enjoy working with me because I make a SNAP out of an awful dirty job, and because I am safer, too! I only take up about one square foot of floor space when I ain't working. How about a job in your bakery? On a 30 day trial basis if you prefer!

Illustrated folder free on request.

**THE OVEN OILER COMPANY, FRANKLIN PARK, ILL.**

★ Buy and Sell Through WANT ADS ★

## HELP WANTED

### CEREAL CHEMIST

For research and development on auxiliary products for baking. Excellent opportunity for man with graduate degree and possessing initiative and imagination. Experience in the baking field required. Location New York area. Submit detailed information on training experience. Salary expectancy appreciated. Address 1010, The American Baker, Minneapolis 2, Minn.

## BUSINESS OPPORTUNITIES

**WANTED TO PURCHASE—CONTROLLING** interest in large flour milling company. Address 1077, The American Baker, 114 E. 40th St., New York 16, N. Y.

## MACHINERY WANTED

**WANTED TO BUY — RICHARDSON** scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, Box 574, Jefferson City, Mo.

## BAKERIES FOR SALE

**PITTSFIELD, MASS.—PROGRESSIVE INDUSTRIAL CITY OF 55,000 people.** Well established bakery shop, modern equipment and fixtures. Excellent location. Moderate rent, favorable lease. Good reputation. For complete details write E. B. Karaim Agency, Realtors, 184 North St., Pittsfield, Mass.

**GRAND RAPIDS, MICH.—RETAIL BAKERY**—Established 32 years in high grade residential section. Only bakery in two mile circle. Excellent current volume with \$50,000 annual potential. Good bakery equipment and fine store fixtures. Building available for purchase or lease. Open to fair offer on price and terms. Will require approximately \$6,000 cash. Write, wire or phone for particulars. Joseph W. Hertel, Realtor, 18 Fountain, N.W., Grand Rapids, Mich.; phone 8-2575 or 7-2687.

### BROKERS WANTED

Old established Minnesota mill now open to take on brokerage representation in many principal markets. If you have a good bakery following, needing high grade spring wheat flour, check with us concerning your territory. Address 2821, The Northwestern Miller Minneapolis 2, Minn.

**KIRBY HOLMES NAMED FISHER EXPORT MANAGER**

**SEATTLE**—Kirby Holmes has been named export manager of the Fisher Flouring Mills Co., Seattle, succeeding the late Stanley Allen, according to announcement made by John L. Locke, president and general manager.

Mr. Holmes, son-in-law of Mr. Al-

len, had been his assistant for the past seven years, joining the mill following long experience in the sale of food products. Educated as a chemist, he was first employed by the Ward Baking Co. Later, he became associated with the Fleischmann Co. and its successor, Standard Brands, Inc., where he worked closely with the bakery trade.

BREAD IS THE STAFF OF LIFE

## OMAR ANNOUNCES CHANGES IN SEVERAL SALES POSTS

**OMAHA** — Several personnel changes have been announced by Omar, Inc., all of them concerning shifts in sales officials.

Walter R. Atwood is Omar's new district sales manager at Columbus. He comes from Milwaukee where he was sales manager for the Wisconsin-Illinois district. He joined the company in 1935 as a routeman.

Named assistant sales manager of the Columbus district office is William R. Coffey. He comes from the Indianapolis district where he was sales trainer since 1951. He joined Omar in 1937 at Omaha.

The new personnel director at the Omar-Laub Bakery in Cleveland is Nathaniel Gray, who leaves the central personnel department staff in Omaha. Mr. Gray joined the firm in 1949 at Milwaukee.

At Peoria, Ill., the company has appointed C. W. Clelland as manager. He succeeds H. H. Gasaway who has been transferred to Omaha. Mr. Clelland has been sales manager at Columbus where he joined the organization in 1924.

Clyde Groff, branch manager at Springfield, Ohio, has been promoted to assistant sales manager for the Omaha district. He joined the company in 1939 at Columbus.

Roland J. Lauritsen of Indianapolis has been named to the new post of retail sales manager at the general offices of Omar in Omaha. Mr. Lauritsen has been sales manager at Omar's Indianapolis district for the past four years.

Nicholas J. Winter has been appointed assistant sales manager for Omar-Laub. He has been assistant sales manager at Omaha since 1948.

BREAD IS THE STAFF OF LIFE

### VAN DE KAMP DIVIDEND

**LOS ANGELES**—The usual quarterly dividend of 20¢ a share on common stock was voted by the directors of Van de Kamp's Holland Dutch Bakers, Inc., payable Sept. 30 to stockholders of record Sept. 10.

## Let's Play Golf . . .

**Sept. 14—Wisconsin Bakers Assn., Inc., and Wisconsin Flour & Bakers Allied Trades Assn.** Fourth Annual Golf Tournament, Elkhart Lake, Wis. Sec., Fred H. Laufenburg, 6173 Plankinton Blvd., 161 W. Wisconsin Ave., Milwaukee 3, Wis.

**Sept. 18-20—Philadelphia Bakers Club** outing, Galen Hall, Wernersville, Pa. (golf tournament with the New York Bakers Club, Inc., for Lee Marshall Cup II, Sept. 19).

**Sept. 29—New York Bakers Club, Inc.**, golf day at Bonnie Briar Country Club, Larchmont, N.Y.; sec., Frank A. Lyon, Hotel Astor, New York 17.

**Oct. 22—New York Bakers Club, Inc.**, golf day at North Hills Country Club, Douglaston, L.I.; sec., Frank A. Lyon, Hotel Astor, New York 17.



**GONE FISHIN'** — John A. Repetti, King Midas Flour Mills, and Emil Fink, Fink Baking Co., both of New York, are shown after a successful fishing jaunt on the Gander River, Newfoundland. Mr. Fink holds the prized silver salmon, while Mr. Repetti caught the sea trout. The trip was made by air, automobile and canoe.

## Mostly Personal

**E. E. Kelley, Jr.**, president of the American Bakers Assn., and **Ezra T. Benson**, Secretary of Agriculture, met in Washington, D. C., recently, discussing how the baking industry and the department of agriculture can work more closely together with a view to moving additional quantities of farm products into consumption. After the meeting with the secretary, Mr. Kelley said further conversation on the subject will be held at a future date.

**Albert P. Strietmann**, board chairman of both the United Biscuit Co. of America and Strietmann Biscuit Co. of Cincinnati, observed his 80th birthday anniversary Aug. 10. He has been active in the industry for more than 62 years, having first become associated with the Strietmann firm in 1891 at a salary of 50¢ daily. He assumed company management in 1903, and developed the business from a hand shop employing 35 to a modern bakery employing 1,400.

**Wallace H. Lulling**, director of merchandising for the Gardner Baking Co., Madison, Wis., spoke on "Creating and Building Bakery Sales" at a recent meeting of the Wisconsin Retail Food Dealers Assn. at Madison.

**Miss "Ted" Dallas**, secretary of the Illinois Bakers Assn. since 1944, has resigned and was married Aug. 15 to **L. H. Huntley**, production manager, the Andrew Jergens Co., Cincinnati.

Ninety Cincinnati bakers and allied men enjoyed an annual outing at the farm of **William Thile**, president, American Retail Bakers Assn. Softball and other sports featured the afternoon program, followed by a roast beef dinner and evening movies of the recent bakers' night at Crosley Field, Cincinnati.

**Harvey J. Patterson**, vice president, bakery division, Pillsbury Mills, Inc., Minneapolis has returned from a two-week business trip to the Hawaiian Islands. He also visited the firm's Los Angeles and New York offices on his return.

## CONVENTION CALENDAR

Sept. 13-15—Southern Bakers Retail and Wholesale Production Conference, Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

Sept. 18-19—Ohio Valley District of AOM and Cincinnati Section, American Assn. Cereal Chemists; Sevier Hotel, Indianapolis, Ind.; AACC Sec., C. E. Bode, Soft Wheat Quality Lab., Ohio Agr. Exp. Station, Wooster, Ohio; AOM Sec., A. D. Bosley, A. D. Bosley Co., Indianapolis, Indiana.

Sept. 20-22—Kentucky Master Bakers Assn., Seelbach Hotel, Louisville; sec., Al Wohleb, 1814 Greenwood, Louisville, Ky.

Oct. 2-3—Virginia Bakers Council fall meeting, Natural Bridge Hotel, Natural Bridge, Va.; Sec., Harold K. Wilder, 804 Life Insurance Co. of Va., Bldg. Richmond 19, Va.

Oct. 4-5—New Jersey Bakers Board of Trade, Inc., the Berkeley Carteret Hotel, Asbury Park, N. J. Sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N. J.

Oct. 4-5—North Central Jersey Association of Bakery Owners, the Berkeley Carteret Hotel, Asbury Park, N. J. Sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N. J.

Oct. 5-6—Allied Trades of the Baking Industry of Northern California Bakers' Institute, Sir Francis Drake Hotel, San Francisco; sec., E. B. Glicker, Room 912, 260 California St., San Francisco 11, Cal.

Oct. 5-6—Nebraska Bakers Assn., Paxton Hotel, Omaha. Sec., Al Swanson, 2708 Martin Ave., Omaha 12, Neb.

Oct. 7—Iowa Bakers Assn., one-day meeting, Savery Hotel, Des Moines; sec., Norman X. Swenson, 113 South Court St., Ottumwa, Iowa.

Oct. 20-22—National Association of Bakery Sanitarians, Hotel Sherman, Chicago; sec., Dr. Edward L. Holmes, American Sanitation Institute, 884-886 Hodiamont Ave., St. Louis 12, Mo.

Oct. 24-28—American Bakers Assn., Hotel Sherman, Chicago; Sec., Harold F. Fledler, 20 N. Wacker Drive, Chicago 6, Ill.

Nov. 2—Connecticut Bakers Assn.; Elton Hotel, Waterbury, Conn.; Sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 15-17—New England Bakers Assn.; Hotel Statler, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1954

Jan. 23-25—Pennsylvania Bakers Assn., Abraham Lincoln Hotel, Reading, Pa. Sec., Theo. Staab, 5700 E. Broad St., Philadelphia, Pa.

March 14-17—Associated Retail Bakers of America, Netherland Plaza Hotel, Cincinnati, Ohio; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago.

Apr. 26-28—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; Sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 2-4—Texas Bakers Assn.; Texas Hotel, Ft. Worth, Texas; Sec., Mrs. G. Goodman, 1134 Liberty Bank Bldg., Dallas 1, Texas.

May 3-4—Associated Bakers of Minnesota, Lowry Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S. E., Minneapolis.

May 10-12—Iowa Bakers Assn.;

Savery Hotel, Des Moines; sec., Norman X. Swenson, 113 South Court St., Ottumwa, Iowa.

May 23-27—American Association of Cereal Chemists, Hotel Cosmopolitan, Denver, Colo.; sec., C. L. Brooke, Merck & Co., Inc., Rahway, N.J.

June 12-15—New England Bakers Assn.; Poland Spring House, Poland Spring, Maine; Sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 13-14—Rocky Mountain Bakers Assn.; Albany Hotel, Denver; Sec., Fred Linsenmaier, Box 871, Denver 1, Colorado.

June 19-21—Bakers Association of the Carolinas, Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mrs. Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.

—BREAD IS THE STAFF OF LIFE—

### NEW YORK BAKERS CLUB GOLF DAY ATTRACTS 110

NEW YORK—Perfect weather and one of the most attractive courses in the East brought 110 golfers and members of the Bakers Club, Inc., to the outdoor meeting at the Winged Foot Golf Club in Mamaroneck recently. Several out-of-town members joined the group, including L. Gazarian, Rosenberg Bros. & Co., San Francisco; W. H. Oldach, Philadelphia, and S. Lee Tanner, Pennsylvania representative for the William Kelly Milling Co.

In golf, class A, there was a three-way tie among Ellis C. Baum, vice president, Continental Baking Co., N. W. Postweiler, Riegel Paper Corp., and Frank Forbes, Frank Forbes Co. Class B winners were E. C. Twyford, Causse Mfg. & Importing Co., and D. R. Rice, Continental Baking Co., and in class C, I. B. Reiss, Extrin Foods, Inc., and F. M. Waters, E. A. Bergholtz Co., Inc., were tops.

Charles R. Kolb, who has recently come to the New York offices of General Mills, Inc., was elected to membership.

The outing of the Philadelphia Bakers Club at Galen Hall, Wernersville, Sept. 18-20, was stressed, when the intercity tournament for the Lee Marshall Cup II, will be held.

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### PACKAGING EXHIBITION SLATED FOR OCT. 20-22

CHICAGO—The eighth National Industrial Packaging & Materials Handling Exposition, a project of the Society of Industrial Packaging & Materials Handling Engineers, Chicago, is scheduled for Oct. 20-22 at the Mechanics Bldg., Boston.

Described as a well-rounded project by C. J. Carney, Jr., Chicago, managing director of the SIPMHE, the show will combine an exhibit with an educational program, as well as the national packaging and materials handling competition. A showing on a national scale of products, materials, services and equipment in the industrial packaging and materials handling field is to be the major attraction.

—BREAD IS THE STAFF OF LIFE—

### COLUMBUS SALES MEETING

COLUMBUS—More than 60 representatives of 45 companies selling bakery fixtures of the Columbus (Ohio) Show Case Co., attended a two-day meeting recently. Modern merchandising methods for retail bakers were studied under the theme, "selling is serving."

# KELLY- ERICKSON

Company, Inc.



## OMAHA

## NEW YORK

## SAN FRANCISCO

•

We Operate  
Our Own  
Laboratories  
Including  
Pilot Bakery



## A SERVICE DESIGNED FOR BAKERS

55,000 square feet of public dry storage. Class A reinforced concrete building. Overhead sprinklers.

Specializing in handling of bakery ingredients and supplies, pie fruits and confectioners items.

Efficient truck deliveries and pool car distribution.

Five elevators providing expedited will-call service.

Dock capacity: 20 trucks. Rail capacity: 15 cars.

On Los Angeles Junction Railway rails with switching charges absorbed by line haul carriers.

Fully licensed and permitted by California Public Utilities Commission.

## FLOUR, INC.

4219 N. Produce Plaza, Los Angeles 58, Calif.

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES"  
RYE

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



Fred E. Walrod

**REJOINS BROLITE**—After a nine-year interlude as broker of various bakery supplies in Albuquerque, N. M., Fred E. Walrod has rejoined the eastern division of the Brolite Co. with headquarters in New York City in his old position as eastern divisional manager, it was announced by W. E. Dawson, general sales manager. Mr. Walrod is well known for his speeches and demonstrations before many bakery groups and he has been superintendent of several large plants.

### Cosmopolitan New York Market Poses Sales Problems

**NEW YORK**—A recent survey into the sizes of the various racial and cultural groups living within the eight million population of the New York market offers a possible key to some of the changes that have come in the bakery businesses. The Joseph Jacobs Organization, specialist in Jewish promotion, has numbered this group at 2,501,500 people—more than the entire population of Philadelphia.

This is the largest segment, and the

research firm found that 80% buy kosher products and 64% follow some of the stricter dietary regulations.

The group with Italian origins ranks next with 1,492,720 persons and after the Puerto Ricans, Dominicans and Cubans, there are 650,120 Negroes, 526,155 Germans and 105,768 Austrians. Swedes and Norwegians have 66,207 and 58,461 respectively, and after listing descendants of every European country, the "members of other small culture groups as well as the balance of families in which the housewife and her mother were born in the U.S. add up to only 1,224,772 people."

BREAD IS THE STAFF OF LIFE

### NEW CONTRACT BRINGS BREAD PRICE INCREASE

**DENVER, COLO.**—An advance in bread prices was made by wholesale bakers here during the month following signing with bakery unions of a new contract calling for increased wages. The new labor contract, one baker estimated, will cost the industry \$500,000 a year.

The baking companies signed new contracts with the Bakery and Confectionery Workers Union (AFL) and the Bakery Wagon Drivers and Salesmen, Local 219, of the Teamsters Union (AFL) covering two groups of in-plant workers and driver-salesmen. The delivery salesmen won an increase averaging about \$7 to put their weekly minimum at \$66. Commission rates also were adjusted.

Bakers and other in-plant workers were boosted an average of 12½¢ an hour to a wage of \$1.60½¢ an hour. Top salaries for inside workers were boosted to \$1.77½ an hour by the increase.

The contract also provides for a five-day week for inside bakery employees, which is a carry-over from previous contracts and a three-week vacation after 15 years of service.

About 600 workers for several score bakeries in the city are involved in the wage increase. The union and employers signed a two-year contract which provides for an automatic wage boost next year at this time if the cost of living has advanced over its present level.

Passing on of the increased labor costs by the bakers will put the average 16-oz. loaf of bread at 17 and 18¢ and the 20-oz. loaf at 21 and 22¢.



**SPEED BOATER**—Jack Schafer, Schafer Bakeries, Detroit, and Mrs. Schafer, stopped off in Minneapolis briefly recently enroute to the Gold Cup Races in Seattle where Mr. Schafer annual races his speed boat. With them is Chuck Thompson, the motor boat driver. They were met at the plane in Minneapolis by executives of Pillsbury Mills, Inc.: James H. Sherman, headquarters sales administrator, bakery sales division, and H. J. Patterson, division vice president, bakery sales division, together with Mrs. Patterson.

### PROGRESS IS REPORTED IN "SICK WHEAT" STUDY

**MINNEAPOLIS**—The Millers National Federation and the National Grain Trade Council have renewed their research project on "sick wheat" at the University of Minnesota. Progress has been made in the important probe of what causes wheat sickness, rendering large quantities of wheat unusable for high-grade processing. These are highlights in an interim report from the university's biochemists and plant pathologists:

1. The germs of sick wheat kernels are usually heavily infested with certain species of molds and their fat acidity is much higher than that of sound grain.

2. Wheat subjected to excessive moisture for even brief periods prior to being stored under "safe" dry conditions tends to turn sick more readily than otherwise. This turns the scientists' questioning spotlight onto wheat at harvest time, when it may be gathered under unfavorable weather conditions.

3. Milling and baking qualities of wheat and flour from wheat thus exposed to high moistures prior to storage are adversely influenced.

4. Samples of sound dry wheat buried in large commercial bins of stored wheat in some cases turned sick, and in such cases invasion of the seeds by molds preceded any germ damage.

5. Living grain has a lower rate of respiration when the oxygen supply is cut down, but it will continue to produce carbon dioxide even in an oxygen-free atmosphere, and in so doing the grain undergoes deep-seated internal changes. Research is under way to see how much this has to do with making wheat "sick."

6. The ability of bread dough to produce gases in the baking process is injured by the presence of fatty acids, and further research is directed at finding out to what extent the damaged germ of sick wheat, with its increased acidity, is responsible for the inferior baking qualities of such wheat.

BREAD IS THE STAFF OF LIFE

### MILPRINT BUYS FIRM

**MILWAUKEE**—A Mexican company has been added by Milprint, Inc.

to its growing list of foreign affiliates, William Heller, Sr., chairman of the board, announced recently. The company is in Monterrey, Nuevo Leon, and is called Milprint de Mexico, S.A.

## DEATHS

**V. N. Sigman**, city sales manager for the Columbia Baking Co., was fatally stricken with a heart attack at his home in Atlanta on Aug. 6. Mr. Sigman had been connected with Columbia Baking Co. for 19 years. He is survived by a wife and two daughters.

**Elmer A. Hubbs**, founder and president of the Dixie Cream Flour Co., St. Louis, died recently following a heart attack at Birmingham, Ala., where he had gone on business. Mr. Hubbs, 61 years of age, operated plants at St. Louis and Dallas. Surviving are his widow, Thelma; his mother; a daughter, stepson, and daughter-in-law.

**John L. Ferguson**, 68, a long-time Tulsa baker, died recently in a Tulsa, Okla., hospital. Mr. Ferguson, the owner of the Ferguson Baking Co., Tulsa, opened his first bakery in 1913 at Tulsa. He later opened a wholesale bread plant, which he operated until 1928. He re-entered the baking business in 1934. Survivors include his widow, three sons, and two daughters.

**B. Wheeler Dyer**, founder and senior partner of B. W. Dyer & Co., died of cancer at his home in Scarsdale, N.Y., Aug. 10, at the age of 66. This year marked the 50th year Mr. Dyer had been in the sugar brokerage business. He first founded the Dyer company in 1912 and, following a merger, re-established it in 1929. He was a member of the Chicago Board of Trade, the New York Commodity Exchange, Inc., the New York Cotton Exchange and the New York Coffee and Sugar Exchange, Inc. Surviving are his widow, Ruth, and two sons, Benjamin W., Jr., and Daniel L. Dyer, who have been associated with him in the Dyer company.



**CHICAGO BAKERS' FROLIC**—Officers, staff members and guests of the Bakers Club of Chicago assembled for the above photograph during the golf tournament and outing staged recently at the Elmhurst Country Club. Front row, left to right: George Burny, Burny Bros., Inc., Chicago, chairman of the entertainment committee and second vice president of the club; Irene Christensen, staff member; Carol Chaty, staff member; Miss Gloria Gaddini, singer, and C. G. Hill, Continental Baking Co., Chicago, president of the club. Second row, left to right, Louise K. Buell, executive manager of the club; Ella Mae Lange and Paula Jacobs of the staff; Miss Sylvia Riccio, Schulze Baking Co., Chicago; and Miss Lois Sweetland, Sweetland's Pastry Shop, Crystal Lake, Ill.—the 1953 wedding cake queen for Chicagoland.



## HOW DO YOU JUDGE THE VALUE OF AN INGREDIENT?

By price alone?

Probably not...but if you did, it would be wise to choose that with the highest price. For in price you would at least have the manufacturer's own measure of worth to guide you.

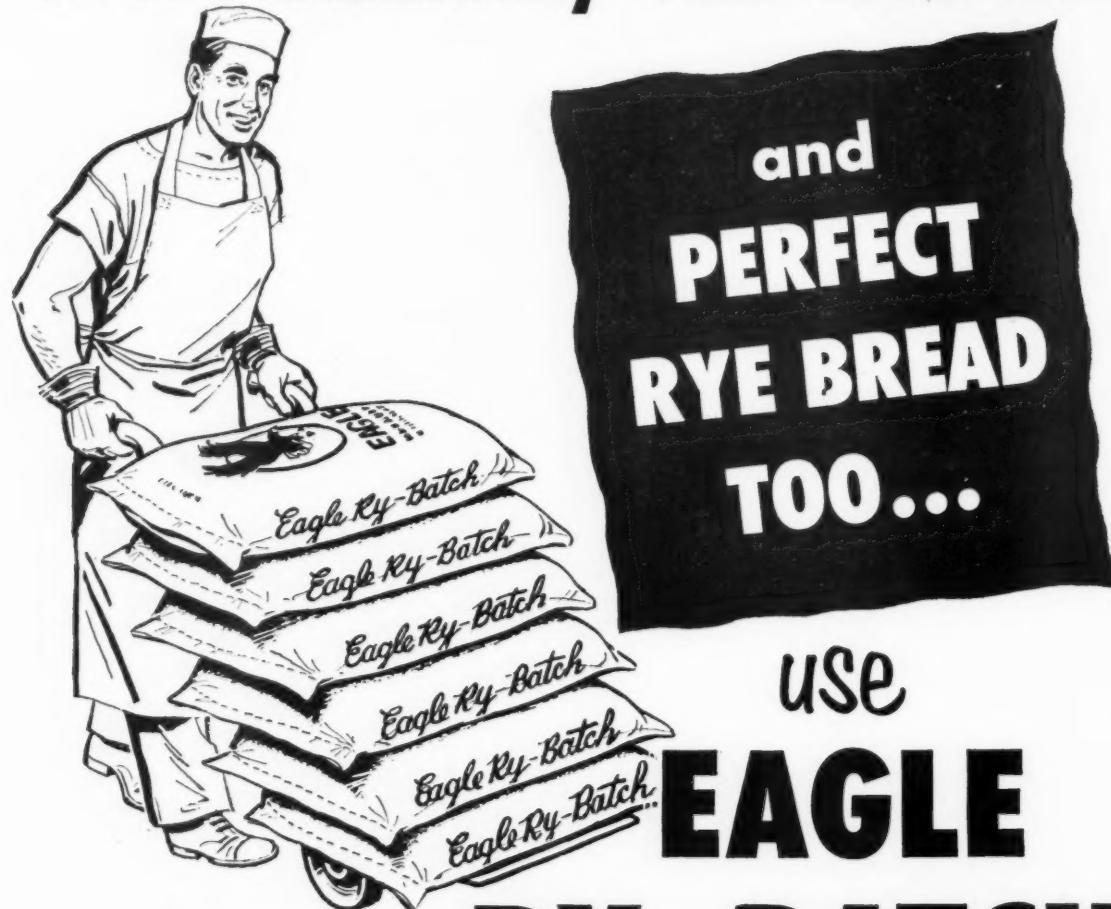
Chances are, you consider other factors carefully, just as your customers determine their brand preference.

For example, there's the integrity of the maker—his reputation for fairness and service to the industry, his years of experience, the competence and reliability of his organization, and his diligent efforts to provide you with a uniform and wholesome product. In such is found the true value of an ingredient—without them a product is overpriced.



742 BOARD OF TRADE  
KANSAS CITY 6, MO.

# If it's Economy You Want...



use

# EAGLE RY-BATCH



Your Choice of

**LIGHT  
MEDIUM  
DARK  
PUMPERNICKEL  
RY-BATCH**

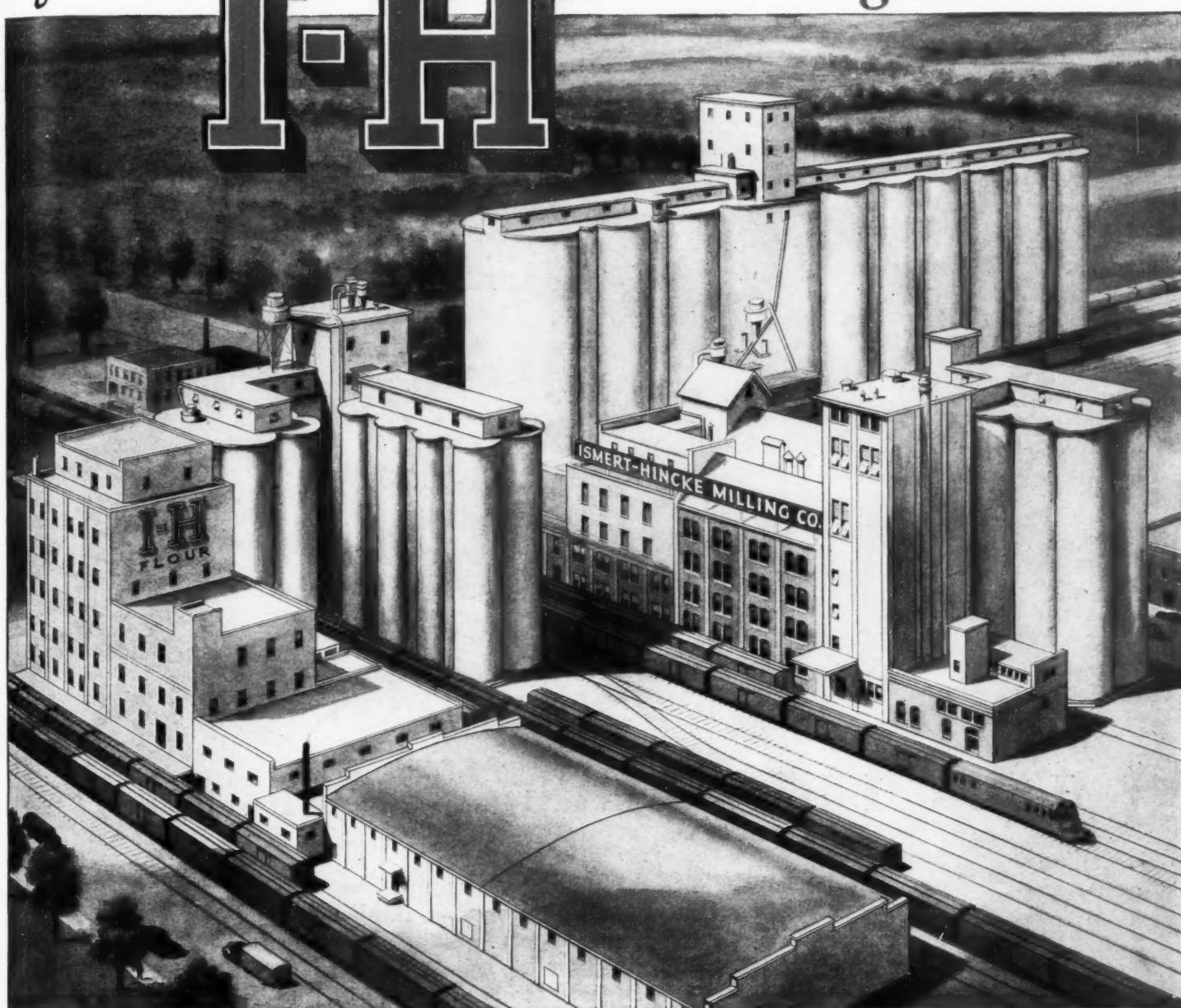
• Full volume, flavorful rye bread everytime—at a lower cost! You can depend on it with any Eagle RY-BATCH. Harvest-fresh rye flours and choice spring first clears skillfully blended in just the right proportions save you time and money—produce top-quality rye bread day in and day out. Try an Eagle RY-BATCH in your bakery for just 30 days. Keep track of the time you save. The results will surprise you.

**EAGLE ROLLER MILL COMPANY**

Since 1856

New Ulm, Minnesota

*If it's I-H milled - it's "good" flour!*



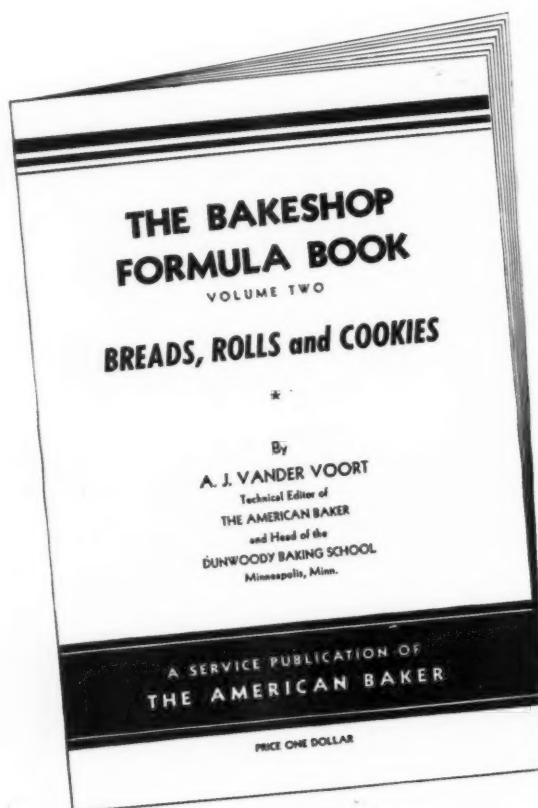
MILLS AT TOPEKA, KANSAS—8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



BREAD—Your Best and Cheapest Food

THERE is no easier, less troublesome, way of getting the best bargain in flour than a simple purchase of an I-H brand. I-H flours give the baker the true economy that comes from greater bread production efficiency and minimum shop trouble. That means the most economical cost per finished unit.

THE ISMERT-HINCKE MILLING COMPANY  
1570 W. 29th Street KANSAS CITY, MO. L.D. 243 L.D. 27



## Here's Help in Getting New Business

For several years bakers throughout the country have found that The Bakeshop Formula Books, service publications of The American Baker, gather into their pages the pick of tested, successful formulas sure to brighten up the showcase and cash register. Volume Two, on Breads, Rolls and Cookies, is now available as a companion piece to the highly successful Volume One (Cakes and Pastries).



**The American Baker,**  
118 S. 6th St.,  
Minneapolis 2, Minn.

- Bill me  
 Payment is enclosed

Gentlemen: Please send .....copies of the Bakeshop Formula Book—Breads, Rolls and Cookies, at \$1 each.

Name .....

Firm .....

Address .....

City..... State.....

**...BE SURE**

with

# PERFORMANCE FLOURS



Consumer's confidence in your bread depends upon day-after-day quality.

PERFORMANCE FLOURS, control-milled from choicest bread wheats, assure that dependable uniformity—throughout the year.

You're sure of top quality results and economical production with uniform, trouble-free PERFORMANCE FLOURS.

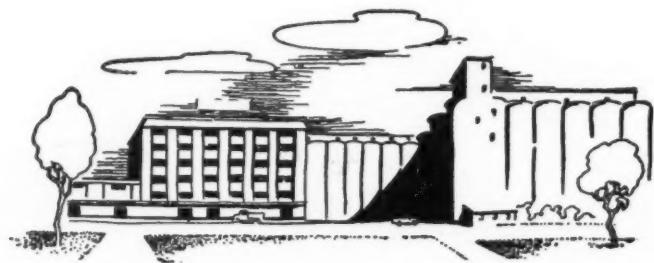
*Fine Flours are the Foundation of the Baking Business*

## KANSAS FLOUR MILLS COMPANY

KANSAS CITY

*Division of Flour Mills of America, Inc.*

ARNOLD OF STERLING



# THORO-BREAD

*the perfect flour*

ONE advantage of being a "little" miller—or crick miller if you prefer—is that it is easier to watch all of the milling operation from wheat to finished product all of the time. As a flour buyer, if you could walk a "beat" around the Arnold mill, you would soon be impressed by the spirit of good craftsmanship and determination to produce an outstanding product that is in evidence on every hand. That's a priceless ingredient in better bread, too.



# ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY  
STERLING, KANSAS

Capacity 2,800 Cwts. Daily

Wheat Storage 1,000,000 Bus.

ARNOLD OF STERLING



**W**ITH planes or flours it's the same—when you BUY AMERICAN you buy the tops in performance. Fine production standards are the reason. AMERICAN FLOURS are made from carefully chosen wheats accumulated while this choice grain is available during harvest. Skilled millers and cereal chemists build these wheats into the kind of flours you want for protection of your bread's good taste and good name.

Flour Capacity  
4,000 Sacks

Grain Storage  
5,000,000 Bu.

**American Flours, Inc.**

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**NEWTON, KANSAS**

**TEXAS BAKERS APPOINT  
1954 MEETING CHARMEN**

FT. WORTH — Committee chairmen for the 1954 convention were named by the board of directors and the convention committee of the Texas Bakers Assn. at a recent meeting at the Western Hills Hotel here. The 1954 Texas convention will be May 2-4 at Ft. Worth at the Texas Hotel. The following convention chairmen were named:

Program chairman, Neill DeLaney, Jr., Mrs. Boehmes' Bakery, San Angelo; retail session, Mrs. Emory Morris, Mrs. Morris' Cake Shop, Ft. Worth, and Joe Vavra, Jr., Dallas; hotel contact, John L. Phillips, Container Corp., Ft. Worth; golf, Al Addington, Pollock Paper Corp., Dallas; president's reception, B. R. Braden, Braden's Cake Shop, Dallas; George A. Wright, Swift & Co., Ft. Worth; registration, Paul Wallis, Dennery Co., Houston; early bird breakfast, Glenn E. Findley, Morten Milling Co., Dallas, and publicity, F. H. Patterson, Standard Brands, Inc., Dallas.

Other recent activities of the group included a sanitation seminar conducted at the baking school, Arlington State College, Arlington, Texas. Vernon Baird, Mrs. Baird's Bread Co., Ft. Worth, was chairman.

A successful cake decorating class was conducted by Emil Hilbert, Chicago, who also iced a resemblance of Gov. Allen Shivers on a cake which was to be presented to the governor. The presentation committee named included the TBA president, Joe E. Baldridge, Baldridge Bakery, Lubbock; Jack Finney, Finney's Bakery, Greenville, who is a member of the Board of Texas A & M College of which Arlington State College is a part, and Charles Moreland, Dennery Co., Dallas, who was chairman of arrangements for the decorating school.

BREAD IS THE STAFF OF LIFE

**TOURS FOR CHILDREN**

LITTLE ROCK, ARK.—A series of tours to show the children of Little Rock, Ark., how bread is made were conducted recently in that city by the Wonder Bread Bakery and the Little Rock Playgrounds Assn. Directors from each of the eight playgrounds in the city assisted Mrs. Betty Sparks, hostess for the bakery, in conducting the tours.

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# INDEX OF ADVERTISERS

Abilene Flour Mills Co.	37	General Mills, Inc.	Cover	4	Novadel-Agenc Corp.	Cover	3
Acme-Evans Co.	40	Globe Milling Co.	40	53	Oklahoma Flour Mills	71	
Acme Flour Mills Co.	49	Gooch Milling & Elevator Co.	53				
Amendt Milling Co.	49	Green's Milling Co.	48				
American Flours, Inc.	83	Greenbank, H. J., & Co.					
American Molasses Co.	49						
Annes Harris Neville Co.	29	Habel, Armbruster & Larsen Co.	84				
Anheuser-Busch, Inc.	29	Heide, Henry, Inc.	68				
Arnold Milling Co.	82	Hoffmann-La Roche, Inc.					
Atkinson Milling Co.	31	Hubbard Milling Co.	59				
Atlantic Towers Hotel		Hunter Milling Co.	32				
Bay State Milling Co.	37	Imbs, J. F., Mfg. Co.	44				
Beardstown Mills	40	International Milling Co.	2				
Bemis Bro. Bag Co.	4	Ismert-Hincke Milling Co.	79				
Blair Milling Co.	71						
Blake, J. H.	84						
Blodgett, Frank H., Inc.	75						
Borden Co.		Jaeger, Frank, Milling Co.	48				
Brey & Sharpless	84	Jennison, W. J., Co.	30				
Brolite Co.	56	Jewell, L. R., & Son.	44				
Brown's Hungarian Corp.	37	Johnson-Herbert & Co.	84				
Buhler Mill & Elevator Co.	37	Kansas Flour Mills Company.	81				
Bush, Leon	26	Kansas Flour Mills Co.	30				
Cahokia Flour Co.	50	Kelly-Erickson Co.	75				
California Raisin Corp.	47	Kelly, William, Milling Co.	5				
Cargill, Inc.		Kent, Percy, Bag Co., Inc.	50				
Centennial Flouring Mills Co.	30	King Midas Flour Mills.	60				
Charlick, Wm., Ltd.		King Milling Co.	48				
Chase Bag Co.	61	Kiwi Coders Corp.	48				
Coleman, David, Inc.	84	Knighton, Samuel, & Sons, Inc.	84				
Colorado Milling & Elevator Co.	57	Koerner, John E., & Co.					
Commander-Larabee Milling Co.	8	La Grange Mills	37				
Consolidated Flour Mills Co.	30	Lexington Mill & Elevator Co.	37				
Crete Mills, The	71	Lyon & Greenleaf Co., Inc.	50				
Dairymen's League Coop. Assn., Inc.		Lysle, J. C., Milling Co.	71				
De Lisser, Andrew	84	Meining, H. C., & Co.	48				
De Stefano, Ulysses	84	Mennel Milling Co.	58				
Dixie-Portland Flour Co.		Merck & Co., Inc.	52				
Doughnaut Corporation of America	58	Midland Flour Milling Co.	51				
Dow Chemical Co.		Milling Products, Ltd.					
Duluth Universal Milling Co.	50	Miner-Hillard Milling Co.	50				
Duncan, Wm. C., & Co., Inc.	84	Mitchell, E. P., Co.	37				
Dunwoody Industrial Institute	37	Monsanto Chemical Co.					
Eagle Roller Mill Co.	78	Montana Flour Mills Co.	54				
Eckhart, B. A., Milling Co.	55	Montgomery Co.	50				
Evans Milling Co.	49	Moore-Lowry Flour Mills Co.	50				
Fant Milling Co.		Morris, Cliff H., & Co.	84				
Fisher-Faigetter Milling Co.	48	Morrison Milling Co.	84				
Fisher Flouring Mills Co.	50	Morten Milling Co.	6				
Flour, Inc.	75	Myers, J. Ross, & Son.					
Ft. Morgan Mills	50	Nappanee Milling Co.	48				
France, Francis M.	84	National Cotton Council					
Fulton Bag & Cotton Mills	45	National Yeast Corp.	39				
Gallatin Valley Milling Co.	37	Nebraska Consolidated Mills Co.	27				
Garland Mills, Inc.	44	New Century Co.	44				
		New Era Milling Co.	3				
		Norton, Willis, Co.	37				

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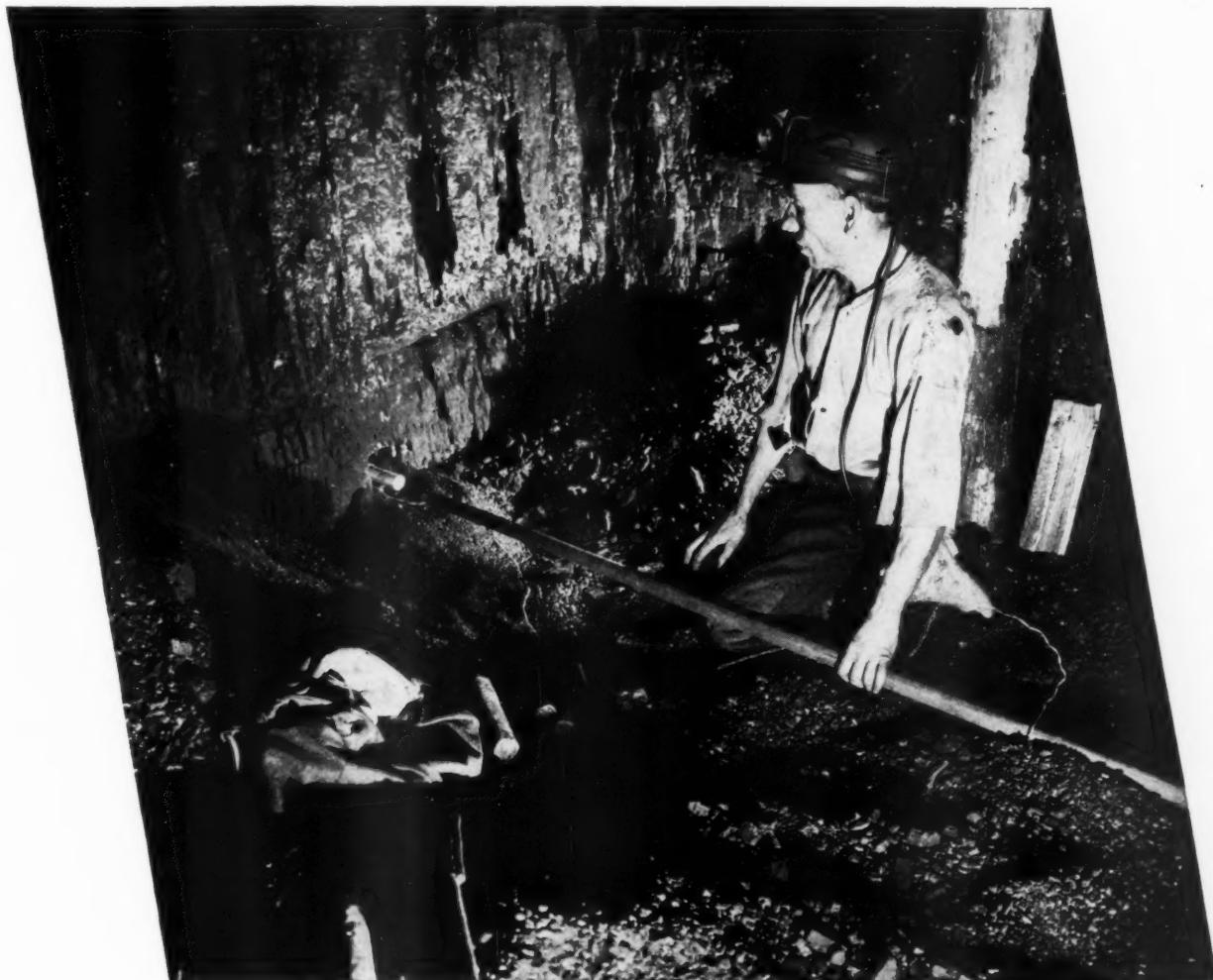
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